




Stellenbosch

UNIVERSITY  
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UNIVERSITEIT

DEPARTMENT OF BUSINESS MANAGEMENT  
FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

2022



If you see your future self as a business executive –  
and if you would like a qualification in business  
management – you have come to the right place.

BCom in Management Sciences | Hons in Management Sciences | Various focal areas



MESSAGE  
FROM THE  
CHAIRPERSON  
OF THE  
DEPARTMENT



# Your starting point for a future in business management

Whether you see your future self as a business executive, business specialist or entrepreneur, a qualification in **business management** from the Department of Business Management at Stellenbosch University will serve you well.

We offer a 3-year **BCom in Management Sciences** with various focal areas, a 4-year **BCom in International Business**, and a 1-year **Honours in Business Management** with various focal areas.

The various focal areas allow you to acquire expertise in fields such as entrepreneurship and innovation management, financial management, financial planning, investment management, and marketing management. This expertise can be applied in any industry, locally or globally.

Overall, we want to change the way you think about the world of business. We will encourage you to have a curious mind and to never stop learning as we believe that high learnability and an inquisitive mind are key ingredients for acquiring staying power in an ever-changing business environment.

Woven into the modules are soft skills that are critical to prepare you for the business environment, such as leadership, critical thinking, emotional intelligence, creativity, cognitive flexibility, and problem solving.

That is why our programmes can serve as stepping-stones on your career path to becoming a business leader, innovator or specialist who wants to do meaningful work regardless of where you are employed.

Our learning philosophy is based on experiential learning. This means that learning takes place

through active participation and reflection, allowing you to connect learning with real-world experiences, and to develop better problem-solving and decision-making abilities.

The Department is committed to creating a welcoming and supportive environment in which you can grow academically and personally. It is important for us to maintain high standards in both teaching and research.

The following information can guide you in considering a BCom degree in Management Sciences. **However, your final decision should be based on the information contained in Stellenbosch University's Calendar and not solely on the information provided here.**



Prof Christo Boshoff



## BCom (Management Sciences)

Modern corporations have various functional areas that need to be managed in order to realise their strategic objectives. These functional areas include finance, marketing, investment management, innovation management and planning.

The objective of the focal areas of the BCom (Management Sciences) is to help you acquire an area of expertise, develop market-related skills, and choose a career focus. There are five focal areas that you can choose from: Entrepreneurship and Innovation Management, Financial Management, Financial Planning, Investment Management, and Marketing Management. Presented by focal area experts, this selection will enable you to enter the workplace as a specialist.

Year 1 of the BCom (Management Sciences) offers generic modules to introduce you to the various disciplines in the Faculty of Economic and Management Sciences. Compulsory subjects during this year include Business Management, Economics, Financial Accounting, Professional communication for EMS, Statistics and Data Science and Theory of Interest. Importantly, this exposure will allow you to make an informed decision about your focal area in the second year. The generic first year will also enable you to switch from the focal area you first had in mind to another one, should you realise that you are more interested in another discipline.

In Year 2 and Year 3, you will then be able to register for your specific focal area of choice.

## Programme details

<b>Duration of programme:</b>	3 years, full-time
<b>Admission requirements for BCom:</b>	National Senior Certificate average of 65%, Mathematics 60% minimum, EMS language admission requirements (English and Afrikaans Home Language 50% OR English and Afrikaans Additional Language 60%)
<b>Language of instruction:</b>	The first year of all undergraduate programmes is presented in parallel-medium instruction (English and Afrikaans in separate groups), with some exceptions where modules are offered in English only. In the second and third years, the language of instruction differs from module to module and can be either one of, or a combination of, the following: parallel medium (both English and Afrikaans in separate lectures); English, with support in Afrikaans; or – in exceptional cases – English only.
<b>Place of delivery:</b>	All contact sessions take place on the main campus of Stellenbosch University, unless indicated otherwise.
<b>Deadline for applications:</b>	Consult the University's website and/or Calendar.
<b>Graduation:</b>	All students will graduate with a BCom in Management Sciences from Stellenbosch University.
<b>Application:</b>	Apply here for our BCom programme: <a href="https://student.sun.ac.za/signup/">https://student.sun.ac.za/signup/</a>
<b>Calendar:</b>	Find more information on the Department of Business Management's programmes in the Calendar of the Faculty of Economic and Management Sciences, at <a href="https://www.sun.ac.za/english/faculty/economy/students">https://www.sun.ac.za/english/faculty/economy/students</a> .



"The biggest success factor of my degree is relevance... My work now might be more complex and on a larger scale, but the modules presented during my degree benefitted me in that less training efforts were required when I assumed my job. This made my transition seamless and allowed me to achieve promotion to higher roles quicker as I could add value right from the start."

**Bongi Shabalala, BCom (Management Sciences) alumnus**



## FOCAL AREA: ENTREPRENEURSHIP AND INNOVATION MANAGEMENT

All over the world, innovation and entrepreneurship skills are in high demand to offer creative solutions for a world that is becoming increasingly complex and fast-paced, and for companies to sustain their competitive edge.

Many believe that the impact of entrepreneurial capital has become more influential than the impact of knowledge capital. Entrepreneurship is the capacity of individuals and companies to take on risk in the pursuit of innovative business ventures. These ventures can drive economic growth with new and improved products and services, enable change, create jobs, and help to generate wealth.

This BCom with entrepreneurship and innovation

management as focal area will equip you with the entrepreneurial thinking you require to start up your own business or become part of the innovation management team of an organisation.

The modules in this focal area, which you will follow in Year 2 and Year 3, cover the following:

- ① Introduction to entrepreneurship
- ① Small business management
- ① Creativity and innovation management
- ① Strategic management
- ① Corporate entrepreneurship, and
- ① Management of social responsibility.

### What are your career possibilities?

As an entrepreneur, you can start up your own business or become part of the entrepreneurial and/or innovation team of an existing organisation (i.e. become an intrapreneur). Other career options include that of management consultant and new product manager. Innovation managers, in particular, are in high demand as they help to shape the culture and processes needed to turn innovative ideas into a reality, and to make organisations move forward.

### Overview of 3-year programme focused on Entrepreneurship and Innovation Management

BCom (Management Sciences)		
Focal area: Entrepreneurship and Innovation Management		
Year 1 (126 credits)	Year 2 (at least 128 credits)	Year 3 (at least 120 credits)
<p><b>Compulsory modules</b></p> <p>Business Management 113(12), 142(6)</p> <p>Economics 114(12), 144(12)</p> <p>Financial Accounting 188(24)</p> <p>Information Systems 112(6)</p> <p>Professional Communication for EMS 144(6)</p> <p>Statistics and Data Science 188(18)</p> <p>Theory of Interest 152(6)</p> <p><b>Recommended electives</b> <i>Plus any 24 credits from the following:</i></p> <p>Industrial Psychology 114(12), 144(12)</p> <p>Introduction to Transport and Logistics Systems 144(12)</p> <p>Political Science 114(12), 144(12)</p> <p>Philosophy 114(12), 144(12)</p> <p>Sociology 114(12), 144(12)</p>	<p><b>Compulsory modules</b></p> <p>Entrepreneurship and Innovation Management 214(16)*, 244(16)*</p> <p><b>Recommended electives</b> <i>Plus 96 credits of which at least 64 must come from two of the following subjects:</i></p> <p>Economics 214(16)*, 244(16)*</p> <p>Financial Management 214(16), 244(16)*</p> <p>Industrial Psychology 224(16)*, 252(8), 262(8)</p> <p>Logistics and Supply Chain Management 214(16)*, 244(16)*</p> <p>Marketing Management 241(16)*, 244(16)*</p>	<p><b>Compulsory modules</b></p> <p>Entrepreneurship and Innovation Management 318(24), 348(24)</p> <p>Management of Corporate Social Responsibility 314(12)</p> <p>Strategic Management 344(12)**</p> <p><b>Recommended electives</b> <i>Plus 48 credits from one of the subjects below:</i></p> <p>Financial Management 314(12), 332(12), 352(12), 354(12)</p> <p>Industrial Psychology 314(12), 252(8), 324(12), 348(24)</p> <p>Marketing Management 314(12), 324(12), 344(12), 354(12)</p>

\* You must take at least 32 credits from writing- and information-enriched modules (marked with \*).

\*\* Strategic Management 344(12) is one of the prerequisites for the BComHons (Management Sciences) with specialisation in Strategy and Innovation.

For module descriptions, see <http://www.sun.ac.za/english/faculty/economy/business-management>.



"It has helped me view things from a strategic and innovative perspective. In any task entrusted to me, I always think of 'the why' which has really helped me elevate the work I do in my field, which is management consulting."

**Nyasha Jokomo, BCom (Management Sciences) alumnus**



## FOCAL AREA: FINANCIAL MANAGEMENT

Sound knowledge of financial management is essential for the financial health of any business. The BCom with this focal area will equip you for employment in both the private and the public sector where specialised knowledge of financial management is required to strategically evaluate operating activities, capital investment and financing decisions.

The modules in this focal area, which you will follow in Year 2 and Year 3, cover the following:

- ④ Financial statement analysis
- ④ Valuation techniques
- ④ Financial planning and control
- ④ Capital investments
- ④ Mergers and acquisitions
- ④ Behavioural finance, and
- ④ Financial management research.

### What are your career possibilities?

Knowledge of financial management will enable you to follow a career as a financial analyst, financial manager or financial director in any industry. Typical job titles in the financial services industry include financial analyst, financial controller, credit manager and risk manager.

Whether you want to manage an entire company, a financial department or a specific aspect of finance, the skills you will acquire studying in this focal area will serve as a solid starting point.

A central theme running across the modules in this focal area is that of values-based management. The emphasis on values (plural) rather than value (singular) reflects the importance of generating sustainable value over the long term.



## Overview of 3-year programme focused on Financial Management

BCom (Management Sciences)		
Focal area: Financial Management		
Year 1 (126 credits)	Year 2 (at least 128 credits)	Year 3 (at least 120 credits)
<p><b>Compulsory modules</b></p> <p>Business Management 113(12), 142(6)</p> <p>Economics 114(12), 144(12)</p> <p>Financial Accounting 188(24)</p> <p>Information Systems 112(6)</p> <p>Professional Communication for EMS 144(6)</p> <p>Statistics and Data Science 188(18)</p> <p>Theory of Interest 152(6)</p> <p>Recommended electives Plus any 24 credits from the following:</p> <p>Industrial Psychology 114(12), 144(12)</p> <p>Introduction to Transport and Logistics Systems 144(12)</p> <p>Political Science 114(12), 144(12)</p> <p>Philosophy 114(12), 144(12)</p> <p>Public and Development Management 114(12), 144(12)</p> <p>Sociology 114(12), 144(12)</p>	<p><b>Compulsory modules</b></p> <p>Financial Management 214(16)</p> <p>Financial Management 244(16)* or Investment Management 254(16)</p> <p>Recommended electives Plus 96 credits of which at least 64 must come from two of the following subjects:</p> <p>Economics 214(16)*, 244(16)*</p> <p>Entrepreneurship and Innovation Management 214(16)*, 244(16)*</p> <p>Financial Accounting 288(32)</p> <p>Marketing Management 214(16)*, 244(16)*</p>	<p><b>Compulsory modules</b></p> <p>Financial Management 314(12), 332(12), 352(12), 354(12)</p> <p>Recommended electives Plus 72 credits from the list below, of which at least 48 must come from one subject:</p> <p>Economics 318(24), 348(24)</p> <p>Entrepreneurship and Innovation Management 318(24), 348(24)</p> <p>Financial Accounting 389(48)</p> <p>Management of Corporate Social Responsibility 314(12)</p> <p>Marketing Management 314(12), 324(12), 344(12), 354(12)</p> <p>Strategic Management 344(12)</p>

\* You must take at least 32 credits from writing- and information-enriched modules (marked with \*).

For module descriptions, see <http://www.sun.ac.za/english/faculty/economy/business-management>.

If you take Marketing Management 214 and 244, you must take Financial Management 214. Also see the prerequisites for Marketing Management 214 and 244 in the Calendar.



"The content covered during my undergrad studies was extremely relevant, with the experience elevated by the passionate lecturing staff. I completed my honours degree in 2020. Compared to the more theoretically based modules in undergrad, I was exposed to a more practical and real-world perspective during my postgraduate degree ... I really appreciated the perspectives gained by the Value-Based Financial Management module (module code 717) as well as the Corporate Behavioural Finance module (module code 771), which I know is not offered by any other tertiary institution in South Africa."

**Nyasha Jokomo, BCom (Management Sciences) alumnus**



## FOCAL AREA: FINANCIAL PLANNING

Financial planners help people to achieve their life goals in terms of financial well-being and mitigate life's financial setbacks by using a range of financial products while taking into account the client's changing financial circumstances and the regulatory environment. Specialist knowledge is essential for financial planners to earn the trust of their clients and form long-term relations with them.

The BCom focused on financial planning has been designed as a stepping-stone to subsequently enrolling for the Postgraduate Diploma in Financial Planning. Once you have successfully completed the Postgraduate Diploma in Financial Planning, you may sit for the

entrance exam for the internationally recognised designation CERTIFIED FINANCIAL PLANNER® (CFP®). (Find more information on the CFP designation at [www.fpi.co.za](http://www.fpi.co.za).)

### This focal area covers the following specialised topics:

- ① The regulatory environment
- ① Investment planning
- ① Long-term and short-term insurance
- ① Retirement planning
- ① Estate planning, and
- ① Business insurance.

### What are your career possibilities?

Knowledge of financial planning will allow you to follow a career as a professional financial planner or advisor. While many choose to join an existing financial planning practice, those with entrepreneurial skills can set up their own financial planning business. There are also various other career opportunities in the financial services industry besides being a professional financial planner. Other career opportunities include being a wealth manager, a broker, a consultant, an insurance specialist, and a client relationship manager.

## Overview of 3-year programme focused on Financial Planning

BCom (Management Sciences)		
Focal area: Financial Planning		
Year 1 (126 credits)	Year 2 (at least 128 credits)	Year 3 (at least 120 credits)
<p><b>Compulsory modules</b></p> <p>Business Management 113(12), 142(6)</p> <p>Economics 114(12), 144(12)</p> <p>Financial Accounting 188(24)</p> <p>Information Systems 112(6)</p> <p>Professional Communication for EMS 144(6)</p> <p>Statistics and Data Science 188(18)</p> <p>Theory of Interest 152(6)</p> <p><b>Recommended electives</b> <i>Plus any 24 credits from the following:</i></p> <p>Industrial Psychology 114(12), 144(12)</p> <p>Introduction to Transport and Logistics Systems 144(12)</p>	<p><b>Compulsory modules</b></p> <p>Economics 214(16)*, 244(16)*</p> <p>Financial Accounting 288(32)</p> <p>Financial Management 214(16)</p> <p>Investment Management 254(16)</p> <p>Mercantile Law (Commerce) 285(32)</p>	<p><b>Compulsory modules</b></p> <p>Financial Planning 314(24), 344(24)</p> <p>Investment Management 314(12), 324(12), 344(12)</p> <p>Investment Management 348(12) or 354(12)</p> <p>Taxation 388(24)</p>

\* You must take at least 32 credits from writing- and information-enriched modules (marked with \*).

For module descriptions, see <http://www.sun.ac.za/english/faculty/economy/business-management>.





## FOCAL AREA: INVESTMENT MANAGEMENT

**Investment managers, also known as fund managers and asset managers, invest their clients' money so that their clients' wealth can grow over time. Investment managers play a key role in investment funds, pension funds and other investment ecosystems.**

Selecting the best investments calls for specialist knowledge of different asset classes, risks and returns, and time horizons. That is why many people pay investment management firms to select investments for them. Investment management firms take on all the effort to create investment portfolios for their clients and open up new investment opportunities that would otherwise not have been available.

If you are drawn to a career as an investment manager, this BCom degree focusing on Investment

Management will serve as a solid starting point. This degree also prepares you for the Level 1 examination for the international Chartered Financial Analyst® (CFA®) qualification. This is a sought-after qualification in the investment management profession and provides you with the skills and knowledge to thrive in the competitive investing industry. All the learning outcomes of the Level 1 CFA® examination are covered in this BCom degree.

If you successfully complete the BCom focused on investment management, you may be considered for honours studies, where the learning outcomes for the Level 2 and 3 CFA examinations are covered. Find information on the CFA programme at [www.cfainstitute.org](http://www.cfainstitute.org) (click on "CFA program").

### **What are your career possibilities?**

Careers options include those of investment manager, investment analyst, stockbroker, portfolio manager or asset manager at an investment management firm. Investment management firms work for different types of clients. Some focus on wealthy individual investors, while others are employed by companies, charities, trusts or major corporations.

### Overview of 3-year programme focused on Investment Management

BCom (Management Sciences)		
Focal area: Investment Management		
Year 1 (126 credits)	Year 2 (at least 128 credits)	Year 3 (at least 120 credits)
<p><b>Compulsory modules</b></p> <p>Business Management 113(12), 142(6)</p> <p>Economics 114(12), 144(12)</p> <p>Financial Accounting 188(24)</p> <p>Information Systems 112(6)</p> <p>Professional Communication for EMS 144(6)</p> <p>Statistics and Data Science 188(18)</p> <p>Theory of Interest 152(6)</p> <p><b>Recommended electives</b> <i>Plus any 24 credits from the following:</i></p> <p>Industrial Psychology 114(12), 144(12)</p> <p>Introduction to Transport and Logistics Systems 144(12)</p> <p>Political Science 114(12), 144(12)</p> <p>Philosophy 114(12), 144(12)</p> <p>Public and Development Management 114(12), 144(12)</p> <p>Sociology 114(12), 144(12)</p>	<p><b>Compulsory modules</b></p> <p>Economics 214(16)*, 244(16)*</p> <p>Financial Accounting 288(32)</p> <p>Financial Management 214(16)</p> <p>Investment Management 254(16)</p> <p>Statistics 214(16), 244(16), 244(16)</p>	<p><b>Compulsory modules</b></p> <p>Investment Management 314(12), 324(12), 344(12), 348(12), 354(12)</p> <p><b>Recommended electives</b> <i>Plus 60 credits from the list below, of which at least 48 must come from one subject:</i></p> <p>Economics 318(24), 348(24)</p> <p>Financial Management 314(12)#, 332(12)#, 352(12), 354(12)</p> <p>Financial Planning 314(24), 344(24)</p> <p>Statistics 318(24), 348(24)</p>

\* You must take at least 32 credits from writing- and information-enriched modules (marked with \*).

\*\* For module descriptions, see <http://www.sun.ac.za/english/faculty/economy/business-management>.

# If you choose Financial Management 314(12) and 332(12), you can use this programme to qualify for the BComHons (Business Management) Specialisation in Financial Analysis programme.



"Throughout the tenure of my studies, the university invited various business leaders from the private sector to share their knowledge. My degree let recruiters know that I am competent and capable."

**Bongi Shabalala, BCom (Management Sciences) alumnus**



## FOCAL AREA: MARKETING MANAGEMENT

**Marketing managers are responsible for managing the positioning and promotion of brands, as well as the products or services that a company sells. Overall, they help to raise brand awareness by creating marketing campaigns, and they help to attract customers and to retain their long-term loyalty.**

The BCom in Management Sciences with marketing management as focal area equips you with the marketing knowledge and skills to work in industries such as retail, manufacturing, financial and public services, leisure and tourism, fast-moving consumer goods (FMCG), and advertising. The course is continuously

adapted to keep up with digital technologies and changing consumer behaviour.

### **This focal area covers the following:**

- ① Marketing theory and consumer behaviour;
- ② The application of theory to various aspects of marketing, with special emphasis on retail, services, marketing communication, and marketing research, and
- ③ the development of a management orientation in approaching marketing decisions.

### **What are your career possibilities?**

Possible careers include that of marketing manager, advertising manager, brand manager and marketing researcher in the private, public as well as social sectors. Marketing managers typically have dynamic careers in industries such as retail, financial services, tourism, leisure, agriculture, manufacturing, education, public services and NGOs.

## Overview of 3-year programme focused on Marketing Management

BCom (Management Sciences)		
Focal area: Marketing Management		
Year 1 (126 credits)	Year 2 (at least 128 credits)	Year 3 (at least 120 credits)
<b>Compulsory modules</b>	<b>Compulsory modules</b>	<b>Compulsory modules</b>
Business Management 113(12), 142(6)	Marketing Management 214(16)*, 244(16)*	Marketing Management 314(12), 324(12), 344(12), 348(12), 354(12)
Economics 114(12), 144(12)	<b>Recommended electives</b> <i>Plus 96 credits from which at least 64 must come from two subjects:</i>	<b>Recommended electives</b> <i>Plus 72 credits from the list below, of which at least 48 must come from one subject:</i>
Financial Accounting 188(24)	Economics 214(16)*, 244(16)*	Entrepreneurship and Innovation Management 318(24), 348(24)
Industrial Psychology 114(12), 144(12)	Entrepreneurship and Innovation Management 214(16)*, 244(16)*	Industrial Psychology 314(12), 324(12), 348(12)
Information Systems 112(6)	Financial Management 214(16), 244(16)*	Logistics and Supply Chain Management 314(12), 324(12), 344(12), 354(12)
Professional Communication for EMS 144(6)	Industrial Psychology 224(16)*	Management of Corporate Social Responsibility 314(12)
Statistics and Data Science 188(18)	Logistics and Supply Chain Management 214(16)*, 244(16)*	Strategic Management 344(12)
Theory of Interest 152(6)		

\* You must take at least 32 credits from writing- and information-enriched modules (marked with \*).

For module descriptions, see <https://www.sun.ac.za/english/faculty/economy/business-management>





## BCom in International Business

The 4-year BCom (International Business) degree addresses a need to produce graduates that are equipped to be role players in the international knowledge economy. This degree therefore prepares you to thrive in the world of international business, thanks to courses in the fields of economics, marketing, finance, management, information technology, trade law, political science, intercultural communication and a foreign language.

### The programme includes:

- ⌚ An exchange semester at the end of the third year of study (you enrol at a partner university abroad);
- ⌚ BCom, Law and Social Sciences modules, and
- ⌚ A foreign language (Chinese, German or French) in the second year.





## Programme information

<b>Duration of programme:</b>	4 years
<b>Credits:</b>	At least 516
<b>Admission requirements:</b>	National Senior Certificate average of at least 80% (excluding Life Orientation), Mathematics 70%, English Home Language 70% or English First Additional Language 80%, any additional language 70%
<b>Number of places available:</b>	100
<b>Language of tuition:</b>	English
<b>Place of delivery:</b>	All contact sessions take place on the main campus of Stellenbosch University, unless indicated otherwise.
<b>Deadline for applications:</b>	30 June of each year
<b>Where to apply:</b>	Electronically, at <a href="http://www.maties.com">www.maties.com</a>

### **What are your career possibilities?**

This programme will open up opportunities to be employed at multinational firms. Your area of specialisation in the final year, where at least one subject from the Business Management focal areas is required, will open up various career opportunities related to Marketing Management, Investment Management, Financial Management, or Entrepreneurship and Innovation Management.

## Overview of 4-year programme focused on International Business

BCom (International Business)	
Year 1 (120 credits)	
<b>Compulsory modules</b>	
Business Management	113(12), 142(6)
Economics	114(12), 144(12)
Financial Accounting	188(24)
Information Systems	112(6)
Statistics and Data Science	188(18)
Theory of Interest	152(6)
Plus modules from the list below to make up at least 120 credits:	
<b>Elective modules</b>	
Industrial Psychology	144(12)
Philosophy	114(12), 144(12)
Professional Communication for EMS	144(16)
Sociology	114(12), 144(12)



BCom (International Business)	
Year 2 (144 credits)	
<b>Compulsory modules</b>	
Economics	214(16), 244(16)
Political Science	114(12), 144(12)
Plus at least 24 credits from one of the following language subjects:	
Chinese	178 (24)
French	178 (24) [188(24) if you passed French at Grade 12 level]
German	178 (24) [188(24) if you passed German at Grade 12 level]
Plus at least 24 credits from one of the following subjects (all modules):	
Entrepreneurship and Innovation Management	214 (16) <sup>f</sup> , 244 (16) <sup>f</sup> or
Financial Management	214(16), 244(16)** or
Marketing Management	214 (16) <sup>§</sup> , 244 (16) <sup>§</sup>
Plus at least 32 credits from the following:	
<b>Elective modules</b>	
Entrepreneurship and Innovation Management	214(16) <sup>f</sup> , 244(16) <sup>f</sup>
Financial Management	214(16), 244(16)**
Investment Management	254(16)**
Marketing Management	214(16) <sup>§</sup> , 244(16) <sup>§</sup>
Sociology	212(8), 222(8), 242(8), 252(8)

<sup>f</sup> If you choose Entrepreneurship and Innovation Management 214 and 244, you cannot choose Sociology 212, 222, 242 and 252, due to timetable restrictions.

\*\* You cannot take Financial Management 244(16) with the elective module Investment Management 254(16), due to timetable restrictions.

<sup>§</sup> If you choose the Marketing Management stream, Industrial Psychology 224 is compulsory; you may take it in your third or fourth year.

BCom (International Business)	
Year 3 (at least 132 credits)*	
Compulsory modules	
Exchange Semester	342(60) [Only if you are registered for the BCom (International Business) degree at Stellenbosch University]
Introduction to Intercultural Communication	312(12)
Legal Aspects of International Transactions	312(12)
Management of Corporate Social Responsibility	314(12)
Political Science	222(8)
Plus one of the following modules that you did not take in your second year:	
Entrepreneurship and Innovation Management	214(16) <sup>§</sup> or
Financial Management	214(16) or
Marketing Management	214(16) <sup>§</sup>
Or at least 24 credits from the following fourth-year elective modules, provided that you have obtained the prerequisite credits to enrol for the fourth year:	
Economics	318(24)
Entrepreneurship and Innovation Management	318(24)
Financial Management	314(12) <sup>f</sup> , 332(12) <sup>f</sup>
Investment Management	314(12), 324(12)
Marketing Management	314(12) <sup>§</sup> , 324(12) <sup>§</sup>
Plus at least 12 credits from the following:	
Elective modules	
Industrial Psychology	224(16) <sup>§</sup>
Political Science	212(8)
Social Anthropology	324(12) <sup>f</sup>

<sup>§</sup> If you choose the Marketing Management stream, Industrial Psychology 224 is compulsory; you may take it in your third or fourth year.

<sup>f</sup> If you choose Financial Management 314 and 332, you cannot choose Social Anthropology 324, due to timetable restrictions.

\* Depending on the circumstances in a given year (like Covid-19 or exchange opportunities), you could be offered the option to enrol for the exchange semester in your fourth year, or to switch study years 3 and 4.

BCom (International Business)	
Year 4 (120 credits)	
<b>Compulsory modules</b>	
Strategic Management	344(12)
Plus one of the following (all modules of the relevant subject) to complement your focal area from Year 2 and Year 3:	
Entrepreneurship and Innovation Management	318(24), 348(24) or
Financial Management	314(12) <sup>***</sup> , 332(12) <sup>***</sup> , 352(12), 354(12) or
Investment Management	314(12) 324(12), 344(12), 348(12), 354(12) or
Marketing Management <sup>5</sup>	314(12) <sup>f</sup> , 324(12) <sup>f</sup> , 344(12), 354(12)
Plus modules from the list below that, along with the modules above, come to a total of at least 120 credits:	
<b>Elective modules</b>	
Economics	318(24), 348(24)
Entrepreneurship and Innovation Management	318(24), 348(24)
Financial Management	314(12) <sup>***</sup> , 332(12) <sup>***</sup> , 352(12), 354(12)
Investment Management	314(12), 324(12), 344(12), 348(12), 354(12)
Marketing Management <sup>5</sup>	314(12) <sup>f</sup> , 324(12) <sup>f</sup> , 344(12), 354(12)
Industrial Psychology	224(16) <sup>9</sup>
Political Science	242(8), 324(12) <sup>f</sup>
Social Anthropology	324(12) <sup>***</sup>

<sup>5</sup> If you choose the Marketing Management stream, Industrial Psychology 224 is compulsory; you may take it in your third or fourth year.

<sup>f</sup> If you choose Marketing Management 314 and 324, you cannot choose Political Science 324, due to timetable restrictions.

<sup>\*\*\*</sup> If you choose Financial Management 314 and 332, you cannot choose Social Anthropology 324, due to timetable restrictions.



"The university's resources and people work together to ensure you succeed. It encourages entrepreneurship and new ways of thinking. Your opportunities do not only lie in the degree you have chosen to study. Be open to attend events, and collaborate and communicate with your classmates and lecturers."

**Bongi Shabalala, BCom (Management Sciences) alumnus**



## One-year honours degree

**Postgraduate studies enable you to delve deeper into your area of interest. This additional year of study will enhance your skill set, help you to stand out from the crowd, and allow you to offer more value to your future employer.**

Once you have completed your undergraduate studies successfully, you may apply for honours studies at the Department of Business Management.

**You can choose from four focal areas in the honours programme:**

- ③ BComHons (Business Management: Specialising in Strategy and Innovation)
- ③ BComHons (Business Management: Specialising in Marketing Management)
- ③ BComHons (Business Management: Specialising in Financial Management)
- ③ BComHons (Business Management: Specialising in Financial Analysis)

To complete an honours programme in any of these focal areas, you must successfully complete a combination of postgraduate modules with a minimum combined credit value of 120, at least 84 of which must be obtained from modules presented by the Department of Business Management. Please take note of the admission requirements of the individual modules.

The Research Assignment module (30 credits) is compulsory for all honours students in the Department of Business Management. The module entails research on a topic relevant to the focal area in the honours programme that you have chosen. You also need to attend the compulsory orientation programme during the week before the official academic programme commences.

## Programme information

<b>Prerequisites:</b>	Admission to the Department of Business Management's honours programme has both general and focal-area-specific requirements that you must meet for your application to be considered. Please consult the University's Calendar and/or website before applying.
<b>Duration:</b>	1 year, full-time
<b>Credits:</b>	120
<b>Applications</b>	Apply here for the Honours programme: <a href="https://student.sun.ac.za/signup/">https://student.sun.ac.za/signup/</a>
<b>Four focal areas to choose from:</b>	Strategy and Innovation Management, Marketing Management, Financial Management, and Financial Analysis.
<b>Admission requirements for those with a BCom (Management Sciences) from the Department of Business Management:</b>	A 60% pass rate in the BCom degree, with at least 50% in Statistical Methods (176) and in Theory of Interest (152) as well as in Introduction to Statistics (186) or Probability Theory and Statistics (114/144). There are other requirements, too; please consult the Department's website and the University's Calendar for more details. A BCom, BA or BAgricAdmin degree from Stellenbosch University, or another bachelor's degree that has been approved by Senate; at least 60% for Grade 12 Mathematics; successful completion of an approved research methodology course (Marketing Research 344 or Financial Management 352, in the case of Stellenbosch University students); a final mark of at least 50% in Statistical Methods (176) and in Theory of Interest (152) as well as in Introduction to Statistics (186) or Probability Theory and Statistics (114/144). Please consult the Department's website and the University's Calendar for more details.
<b>Admission requirements for those with other undergraduate degrees:</b>	
<b>Number of places:</b>	The number of applicants accepted per focal area will depend on prevailing circumstances such as academic capacity.
<b>Language of tuition:</b>	English
<b>Place of delivery:</b>	All contact sessions take place on the main campus of Stellenbosch University, unless indicated otherwise.
<b>Deadline for applications:</b>	31 October of each year
<b>Detailed information:</b>	Calendar of the Faculty of Economic and Management Sciences at <a href="https://www.sun.ac.za/english/faculty/economy/students">https://www.sun.ac.za/english/faculty/economy/students</a> .



## Master's and PhD programmes

### Research with a theoretical underpinning

The Department of Business Management offers a research-based master's degree and a research-based PhD degree. This means that no credit-bearing course work forms part of either of the two degrees programmes.

The Department subscribes to the philosophy that universities should conduct research to test

existing theories and generate new ones. Thus a theoretical underpinning is essential to any postgraduate study. You have to state clearly what potential theoretical contribution your proposed research would have. The emphasis is therefore on basic research and not on applied research. We will not approve applications of which the sole purpose is to address a company-related problem.



### Admission requirements

Admittance to master's and PhD studies requires a highly specialised academic background, including undergraduate qualifications. Therefore, these degree programmes are not suitable for candidates with a more 'general' (non-specialisation) academic background.

Criteria for registering for a **master's degree** at the Department of Business Management:

- ⊙ Aan honours degree in Business Management awarded by a university
- ⊙ A 65% pass mark
- ⊙ Evidence that you attended and passed a research methodology course
- ⊙ Suitable academic qualifications in your chosen area of specialisation (e.g. Marketing or Investment Management or Financial Management), and
- ⊙ A viable topic for a thesis.

Criteria for registering for a **PhD** at the Department of Business Management:

- ⊙ A full-thesis master's degree in Business Management awarded by a university
- ⊙ Evidence that you attended and passed a research methodology course
- ⊙ Suitable academic qualifications in your area of specialisation (e.g. Marketing or Investment Management or Financial Management), and
- ⊙ A viable topic for a dissertation.

## More information

**Deadline for applications:**

1 October of the preceding year

**International applicants:**

For both the master's and the PhD, international applicants will be required to complete an internationally recognised and independent English language proficiency test. The Head: Department of Business Management must confirm the suitability of this test before you proceed with the application process. Similarly, international qualifications must be vetted by SAQA.

**Correspondence with the Head of Department:**

In your correspondence with the Head: Department of Business Management, you must make **full disclosure** of all previous applications at any department at Stellenbosch University and/or any other university.

**Supervision:**

If your proposed research topic is deemed viable, the Head: Department of Business Management will determine whether the required capacity, skills and expertise are available in the Department to supervise the proposed study. If the Department does not have the supervision capacity at the time of your application, your application cannot be approved.

# How to apply for our programmes

You must apply electronically for admission to the programmes offered by the Department of Business Management. More information can be found at <https://www.sun.ac.za/english/faculty/economy/business-management>.

During December, all applicants will be sent an electronic letter to inform you whether your application has been successful. The successful applicants must confirm whether they will be enrolling for the programme by completing a confirmation form and returning it to the Department as prescribed within one week of the date of the letter.



### **Department of Business Management**

General telephone number: +27 (0)21 808 2026

E-mail: [apaint@sun.ac.za](mailto:apaint@sun.ac.za)

### **Undergraduate Enquiries**

Morné Daniels: +27 (0)21 808 2392

E-mail: [mmd@sun.ac.za](mailto:mmd@sun.ac.za)

### **Postgraduate enquiries (Honours, Master's and Doctoral)**

Annali Maass: +27 (0)21 808 3415

E-mail: [apaint@sun.ac.za](mailto:apaint@sun.ac.za)

Web address: [www.sun.ac.za/english/faculty/economy/business-management](http://www.sun.ac.za/english/faculty/economy/business-management)

Postal address: Private Bag X1, Matieland 7602

Stellenbosch University Student Affairs (studies, bursaries, etc.)

Client Services: +27 (0)21 808 9111 | [info@sun.ac.za](mailto:info@sun.ac.za)

Student Fees: +27 (0)21 808 4520

Registrar: Private Bag X1, Matieland 7602



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