



APPLICATIONS NOW OPEN

# 2021 HONOURS

Business Management / Marketing Management



## BACKGROUND

The honours degree is a one-year fulltime qualification aimed at empowering you with high-level knowledge of concepts, structures, models, theories, principles, skills, research methodologies and applied competencies.

This will enable you to follow lucrative careers in the changing economic and business environment of the new millennium.

Furthermore, you will develop your intellectual and moral capacity in a more specialised way to understand the economic and business environment, as well as to think critically and innovatively.

Overall, the honours degree is practice-based and you will be able to apply your business and marketing knowledge in practical and/or real-life settings.

# MINIMUM REQUIREMENTS

## What you need:

The minimum requirements for acceptance into the honours programs in 2021 are:

- Only students with a BCom in Business Management, Marketing Management, Marketing and Tourism Management, Communication Management, or a similar BCom degree that offers four or more BMAN and/or BMAR modules on 3rd year level are eligible to apply.
- You should have obtained a minimum of 60% in each of your 3rd year BMAN and BMAR modules (not the average of all modules together).



DIGITAL  
MARKETING

# CHANGES TO THE CURRENT DEGREE

At this stage, 2020 will be the last year in which the BCom honours degree in Entrepreneurship and Marketing Management, described in the yearbook, will be presented. For more than a decade, this degree has been the only honours degree available to undergraduate students from Business Management, Marketing Management, Marketing and Tourism Management and Communication Management.

Due to changes in the undergraduate programs, which were implemented over the last three years, it necessitated a review of the honours degree for better alignment between the undergraduate and honours programs. In this regard, we started with the process in 2018 to split the current honours degree into two separate and independent degrees. In June of this year, we received final approval for the split from the Department of Higher Education. For implementation in 2021, the honours degrees will entail the following:

**Two separate new honours degrees** will replace the current BCom honours in entrepreneurship and Marketing Management. These are the:

- BCom Honours degree in Business Management and the
- Bcom Honours degree in Marketing Management

Each of these degrees **include both BMAN and BMAR modules**, however in the BCom Honours degree in Business Management you will have more BMAN modules and in the Bcom Honours degree in Marketing Management you will have more BMAR modules.

Therefore, some modules will be taken by all the students and some are either Business Management or Marketing Management specific and will be only be presented to the students in each of the degrees.



# DEGREE OUTLINE

MODULE CODE	MODULE NAME	SEMESTER	BMAN	I	BMAR
BMAN 615	Advanced strategic management	First semester	✓		✓
BMAR 614	Retail marketing management	First semester	✓		✓
BMAN 612	Advanced entrepreneurship	First semester	✓		
BMAR615	International marketing	First semester			✓
BMAN 625	Advanced financial management	Second semester	✓		✓
BMAR 626	Advanced digital marketing	Second semester	✓		✓
BMAN 627	Advanced project management	Second semester	✓		
BMAR 621	Marketing plan	Second semester			✓
BMAN672 / BMAR 673	Business research project / Marketing research project	Year modules	✓		✓

# APPLY

## Application process

Due to the recentness of the changes to the current honour degree, the current yearbook and the university's application database have not been updated yet.

You are, therefore, required to apply for the current honours degree (BCom Honours in Entrepreneurship and Marketing Management) on the university's application platform if you want to enrol for either the BCom Honours degree in Business Management or the Bcom Honours degree in Marketing Management in 2021.

## Application due date

All applications must be submitted before or on 30 October 2020. Late applications will not be considered.

# NOW



# SELECTION PROCESS



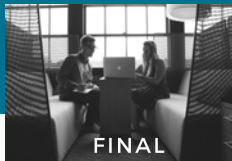
Since we focus on personalised and focussed exposure in the honours degree, only a limited number of students will be selected into the honours degrees.

A rigour selection process will be followed to select a maximum of 50 students for the honours degrees, as stated in the current yearbook. The selection process will be conducted in two phases. The first phase is the preliminary selection and the second phase is the final selection.



The preliminary selection process will start after the due date for all applications. Only the final marks in each of the third year BMAN and BMAR modules you have completed in the first semester of this year will be taken into account during the preliminary selection process. During this selection process, which will take approximately two weeks, all the applications will be screened by the selection committee.

Those applications that do not adhere to the minimum requirements (the applicable undergraduate degree and the minimum of 60% in your first semester BMAN and BMAR modules) will be discarded. All the applications that adhere to the minimum requirements will then receive preliminary approval.



The final selection process will be conducted after the final marks of your third year BMAN and BMAR modules in the second semester are made available. The marks of all the students who received preliminary selection will then be screened and the students who do not adhere to the minimum requirements (minimum of 60% in each BMAN and BMAR module) will be discarded. The applications that pass this screening process will then be included into the final selection process. This means that we will take the final marks of your BMAN and BMAR modules in the first and second semesters of 2020 and calculate an average mark for all the modules. All the students will then be ranked according to these average marks and the top 50 students, according to their academic performance, will then receive final approval into the 2021 honours degrees.

# ALLOCATION



## 1. FIRST STEPS

After the final selection process, you will be informed about the outcome of your application. The next phase will entail the population of the two new honours degrees.

It is recommended that students in Business Management will be accepted into the BCom Honours in Business Management and students in Marketing Management, Marketing and Tourism Management and Communication Management will be accepted into the BCom Honours in Marketing Management.

## 2. THE RANKING PROCESS

However, due to the recentness of the approval of the new honours degrees and the current yearbook still outlining the "old" honours degree, it was decided by the school management across all three campuses that you will be given a choice between which new honours degree you want to enroll into.

Based on your choices, we will then rank all the students who chose the BCom Honours in Business Management and the students who chose the BCom Honours in Marketing Management separately according to the averages of the marks you have obtained in your BMAN and BMAR modules.

## 3. FINAL ACCEPTANCE

From these two ranked lists, we will then populate each honours degree to a maximum of 25 students (50 in total). If it should happen that more than 25 students chose one degree, then only the top 25 students will be accepted into that degree. The students who do not fall within the top 25 ranking will then be contacted and given the choice to move to the other honours degree. If these students prefer not to change to the other degree, their applications will be cancelled.



# ACADEMIC INFORMATION

**Contact sessions.** All contact sessions are compulsory.

**Time table.** Each honours module is allocated a day of the week. You will not have more than one module per day. It is the prerogative of each lecturer to arrange the time of your contact sessions on the day allocated to the different modules. Some might for instance start at 08h00 and others might start at 10h00, depending on the lecturers' prerogative and context of the module.

**Classroom.** The allocated classroom for all honours contact sessions is G26 in E3.

**Assessment.** In all the modules you will be assessed by means of written assignments, practical assignments, presentations or tests. However, none of the modules have sit-down examinations. All examinations are in the form of Portfolios of evidence, oral presentations or written/practical assignments. The types of assessments are linked to the context of each module and will be communicated to you by your lecturers.

**Presentation language.** All modules in the honours degrees will be presented only in English.

**Teaching approach.** All students will be divided into groups for the whole year. Most assessments, discussions, forums, etc. will be conducted in your groups.



**Questions? Ask us!**



FOR ANY INQUIRIES, PLEASE CONTACT:

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