

# STADIO

## HIGHER EDUCATION

### SCHOOL OF COMMERCE

#### BACHELOR OF COMMERCE

NQF 7 | MIN. 360 CREDITS | SAQA ID: 119071 | MIN. 3 YEARS | MODE: CONTACT LEARNING

CAMPUSES: BELLVILLE (CAPE TOWN) & CENTURION (PRETORIA)

\*FASHION MAJOR ONLY OFFERED AT CENTURION (PRETORIA) CAMPUS

#### DESCRIPTION

The STADIO BCom degree will equip you with conceptual understanding, knowledge, theory, skills, methodology and capacity to function effectively in the business environment of the future. You will gain advanced management knowledge and skills and will be able to make ethical decisions in a rapidly changing business environment driven by technological advances. In the first year of study the focus is on laying a solid foundation in the supporting areas of knowledge, namely mathematical concepts and principles, statistics, legal principles, and information technology. The core areas of economics and accounting are developed up to the second year of study, while the focus is on management, entrepreneurship, and research in the third year of study. If you choose one of the four elective majors, the third-year focus shifts to the chosen field of specialisation, while still covering strategic management, as well as the management of technology and innovation at the exit level.

Lastly, you will also get exposure to an introductory research module, as well as an extensive 25-credit Project in year 3 of your studies. The project will be informed by research and aims to integrate the understanding, knowledge, theory, and skills across the core areas of study.

#### ARTICULATION OPTIONS

In terms of the HEQSF, vertical articulation from the Bachelor of Commerce degree is possible to either a Bachelor Honours degree (NQF 8), or a Postgraduate Diploma (NQF 8) in a field related to commerce or management. You could for example register for the STADIO Bachelor of Business Administration Honours (117864).

Horizontal articulation options include other bachelor's degrees, such as STADIO's Bachelor of Business Administration (117863) or STADIO's Bachelor of Commerce in Law (117872) degrees. Diagonal articulation options usually allow graduates to move into Advanced Diploma programmes in a specialist field. An appropriate example is the STADIO Advanced Diploma in Management (117865).

## CAREER OPPORTUNITIES

DIGITAL MARKETING	ECONOMICS	FASHION	FINANCIAL MANAGEMENT	GENERAL
SEO / PAID ADS SPECIALIST	ECONOMIC RESEARCH ANALYST	BRAND / RETAIL / SUPPLY CHAIN MANAGER	JUNIOR FINANCIAL ANALYST	SPECIALIST ROLE IN ACCOUNTING OR FINANCE DEPARTMENT
CONTENT STRATEGIST	ECONOMICS TRAINEE IN A PUBLIC OR PRIVATE INSTITUTION	MERCHANDISE BUYER / PLANNER & CONTROLLER	FINANCIAL MANAGEMENT TRAINEE	MANAGER IN BUSINESS, INCL. RETAIL, MANUFACTURING, FINANCIAL SERVICES
WEBSITE DEVELOPER	ECONOMIC ADVISOR/ CONSULTANT	BRAND OWNER	FINANCIAL ASSISTANT	MANAGERIAL ROLE IN SALES/ CUSTOMER RELATIONS DEPARTMENT
INTERNATIONAL BUSINESS	INVESTMENT MANAGEMENT	PROJECT MANAGEMENT	RISK MANAGEMENT	
INTERNATIONAL SALES REPRESENTATIVE	INVESTMENT ADVISOR / CONSULTANT	PROJECT / OFFICE MANAGER	RISK PRACTITIONER	
EXPORT / IMPORT SPECIALIST	JUNIOR INVESTMENT ANALYST	PROJECT CONTROL MANAGER	RISK ANALYST	
INTERNATIONAL MARKET ANALYST	FUND MANAGEMENT TRAINEE	INTERMEDIATE BUSINESS PROJECT MANAGER	JUNIOR RISK MANAGER	

## MODE OF DELIVERY - CONTACT LEARNING (BLENDED CONTACT)

The programme is offered in STADIO's **Blended Contact** mode of delivery. Contact learning is aimed at students who want to attend venue-based face-to-face classes at one of STADIO's campuses. The Blended Contact mode combines classroom and online learning and teaching in a manner that includes some flexibility, while optimising the time students spend on campus. Based on the nature of the module, each module utilises a unique combination of the following learning settings:

- **Classroom:** Classroom sessions involve learning by doing, debating, arguing, trying, experimenting, practising, analysing, and sharing — all the skills students will need when they enter the world of work. Students will have the opportunity to contribute to the learning process and at the same time they will learn from the contributions of their fellow students. Class attendance of venue-based sessions is compulsory.
- **Synchronous online:** These are live online teaching sessions facilitated by a range of lecturers from different campuses. STADIO believes in encouraging students to think and engage laterally and to consider different perspectives and this is what students will get from having different experts share their knowledge with them. Students will be advised of the date and time of the session at the start of the semester, and they may connect from the comfort of their home, or from any other venue. They may also come to campus to make use of the campus Wi-Fi to join these sessions. Some of the live online sessions may be recorded, while others will not. It depends on the nature of the session and the lecturer will advise students beforehand. The lecturer will also use these sessions for group work and for discussions. These sessions are also compulsory, as they are an integral part of the teaching programme.
- **Asynchronous online:** These are recorded lectures which students will watch in their own time, but within the timelines provided in the course environment. In these short sessions, the lecturers will explain the theoretical concepts and they will work through examples, etc. Students enjoy the benefit of watching these important sessions repeatedly during the semester, as they prepare for their assessments.

Students will find a detailed timetable indicating the combination of sessions on the learning management system (Canvas) at the start of the semester. This will enable them to plan their schedule ahead of time, and to optimise travelling arrangements to and from the campus.

Contact learning is suited to students who are able to attend and are interested in participating in face-to-face classes on a physical campus and who want to become part of a campus community with all the activities that go with being on the campus. It is important to realise that class attendance is compulsory and students must commit to regularly attend classes on campus if they want to be successful and derive the best benefits of contact learning.

## OUTCOMES

Upon completion of the Bachelor of Commerce, students will be able to:

- Operate responsibly, legally, and ethically in a commercial environment, with due consideration to cultural diversity, the social reality and the need for transformation in South Africa.
- Demonstrate advanced understanding of the changing business environment and harness technological advances and other innovations appropriately across the areas of responsibility.
- Apply a range of appropriate methods from the field of accounting, economics, and management to solve business problems and to implement solutions in a competitive business environment.
- Conduct basic research with a view of finding solutions to contemporary business problems.
- Demonstrate an adaptive mindset to stay abreast of developments in the business world and show due regard for the need for sustainability.

## ADMISSION REQUIREMENTS

The admission criteria for the Bachelor in Commerce are:

- **Senior Certificate (SC) with degree endorsement and a minimum symbol of E in Mathematics HG, or D in Mathematics SG; or**
- **a National Senior Certificate (NSC) with a minimum of 50% in four 20-credit subjects, and a minimum of 40% in English Home Language or First Additional Language, and a minimum of 40% in Mathematics or 60% in Mathematical Literacy; or**
- **a National Senior Certificate – Vocational Level 4 (NC(V)) with a minimum of 60% in three fundamental subjects including English and Mathematics; and minimum 70% in four vocational subjects; or**
- **a Higher Certificate (NQF 5), Advanced Certificate (NQF 6) or Diploma (NQF 6) in the field of: Commerce or Management**

Applicants whose marks for Mathematics are below 50% or for Mathematical Literacy are below 70%, will need to register for the mathematics academic support module in their first semester.

## ADDITIONAL OR SPECIFIC ADMISSION REQUIREMENTS

### OTHER ACCESS PATHWAYS

STADIO is committed to achieving inclusion and to overcome barriers to access and success in higher education. Applicants who do not meet the stated admission criteria, but who have relevant work experience and/or prior learning may apply for admission under the policy on Recognition of Prior Learning (RPL). STADIO admits a maximum of 10% per cohort via RPL.

The implementation of RPL is context-specific, in terms of discipline, programme and level. Further information may be obtained from your Student Recruitment Advisor.

### MATURE AGE EXEMPTION

Candidates who do not meet the requirements for degree studies listed above, but who have reached the ages of 23 or 45 respectively, may apply for Mature Age Exemption via the USAF Matriculation Board under the following conditions:

- Candidates who have reached/will reach the age of 23 during the first year of registration and who have achieved a Senior Certificate with a pass in at least four subjects, including one of the official languages and including one subject on Higher Grade
- Candidates who have reached the age of 45 before or during the first year of registration.

## STUDENT SUPPORT FOR CONTACT LEARNING STUDENTS

### C4AS - CENTRE FOR ACADEMIC SUCCESS

The Centre for Student Success supports students with academic, psychological and financial wellness.

### SSS - STUDENT SUPPORT SERVICES

Student Support Services is the first port of call for all student queries and requests, they can channel your requests to the right individuals.

# CURRICULUM OUTLINE

## MAJORS

DIGITAL MARKETING	ECONOMICS	FASHION
FINANCIAL MANAGEMENT	GENERAL	INTERNATIONAL BUSINESS
INVESTMENT MANAGEMENT	PROJECT MANAGEMENT	RISK MANAGEMENT

MAJORS		1st YEAR	2nd YEAR	3rd YEAR
DIGITAL MARKETING	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits) Introduction to Marketing IMA152 (10 credits)	Commercial Environment CEN262 (20 credits) Consumer Behaviour CBE262 (20 credits) People and Change PEC262 (20 credits)	Digital Marketing Practice DMP372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Introduction to Digital Marketing IDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Digital Marketing Theory DMT262 (20 credits) Global Citizenship GCI262 (20 credits) Marketing and Brand Management MBM262 (20 credits)	Digital Marketing Management DMM372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
ECONOMICS	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits)	International Economics IEC372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Economic Policy and Sustainability EPS262 (20 credits) Financial Management FIM262 (20 credits) Global Citizenship GCI262 (20 credits)	Project PRO372 (25 credits) Strategic Management STM372 (20 credits) Financial Markets FMA372 (20) OR Future Thinking and Scenario Planning FSP372 (20)
FASHION	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits) Trend Research BTR152 (10 credits)	Commercial Environment CEN262 (20 credits) Consumer Behaviour CBE262 (20 credits) People and Change PEC262 (20 credits)	Introduction to Research RES372 (15 credits) Merchandising, Planning and Buying BMP372 (20 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Fashion Practice 1 BFP152 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Fashion Practice 2 BFP262 (20 credits) Global Citizenship GCI262 (20 credits) Marketing and Brand Management MBM262 (20 credits)	Fashion Practice 3 BFP372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)

# CURRICULUM OUTLINE

MAJORS		1st YEAR	2nd YEAR	3rd YEAR
FINANCIAL MANAGEMENT	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) Financial Reporting and Analysis FRA262 (20 credits)	Financial Management for FM 2 FIN372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Financial Management for FM 1 FMM262 (20 credits) Global Citizenship GCI262 (20 credits) Risk Management 1 RIM262 (20 credits)	Financial Markets FMA372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
GENERAL	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits)	Entrepreneurship ENT372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Financial Management FIM262 (20 credits) Global Citizenship GCI262 (20 credits) Risk Management 1 RIM262 (20 credits)	Future Thinking and Scenario Planning FSP372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
INTERNATIONAL BUSINESS	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits)	International Business Strategy IBS372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Global Citizenship GCI262 (20 credits) Global Marketing GMA262 (20 credits) International Trade and Finance ITF262 (20 credits)	International Management IMA372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)

# CURRICULUM OUTLINE

MAJORS		1st YEAR	2nd YEAR	3rd YEAR
INVESTMENT MANAGEMENT	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) Financial Reporting and Analysis FRA262 (20 credits)	Introduction to Research RES372 (15 credits) Investment Management 2A IMA372 (20 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Global Citizenship GCI262 (20 credits) Investment Management 1 IMA262 (20 credits) Risk Management 1 RIM262 (20 credits)	Investment Management 2B IMB372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
PROJECT MANAGEMENT	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits) Project Management Planning PMP262 (20 credits)	Introduction to Research RES372 (15 credits) Project Management Practice 1A PMA372 (20 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Financial Management FIM262 (20 credits) Global Citizenship GCI262 (20 credits) Project Management Execution PME262 (20 credits)	Project PRO372 (25 credits) Project Management Practice 1B PMB372 (20 credits) Strategic Management STM372 (20 credits)
RISK MANAGEMENT	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits)	Introduction to Research RES372 (15 credits) Risk Management 2 RIM372 (20 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Financial Management FIM262 (20 credits) Global Citizenship GCI262 (20 credits) Risk Management 1 RIM262 (20 credits)	Future Thinking and Scenario Planning FSP372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)

## PRE-REQUISITES:

The following modules have pre-requisite modules:

- Year 1: BMA152 for STA162; BMA152 for ECO162
- Year 2: ECO 162 for ECO 262; ACC152 for ACC262; ACC262 for FIM262; ECO262 for EPS262; FRA262 for FMM262; ACC262 for IMA262
- Year 3: IMA372 for IMB372; IMA262 for IMA372; EPS262 for IEC372; RES372 for PRO372; FIN262 for FIN372; RIM262 for RIM372; PMA372 for PMB372

The following modules have co-requisites:

- DDM162 with STA162; FRA262 with ACC262

# MODULE DESCRIPTIONS

## ACCOUNTING 1

This module introduces students to the basic principles of accounting. The double entry principle and accounting equation are addressed. In addition, students are introduced to different types of journal entries, ledger accounts and bank reconciliation statements. Different types of financial statements are also introduced.

## ACCOUNTING 2

This module builds on the introductory Accounting 1 ACC152 module. It introduces the concepts of VAT and depreciation. On successful completion of this module, students will be able to prepare the Statement of Cash Flows, analyse financial statements, and prepare financial statements from incomplete financial records. Students will also learn about the different financial statements for sole proprietors and partnerships.

## BUSINESS LAW AND COMPLIANCE

This module introduces students to the basic principles of commercial law, addressing a broad spectrum of content which includes all modern aspects of the field. First, an overview of the South African Legal System is covered. Second, the basic principles of contracts are presented, and then applied to examples of specific business contracts. Students are familiarised with the concept of agency and different legal business entities. Lastly, the module outlines the concepts of business conduct and compliance.

## BUSINESS MATHEMATICS

This is a foundation-level module that aims to provide students with an understanding of and an ability to apply a range of mathematical techniques to real-world situations in a quantitative manner. The competencies gained in this module will be required in most other modules in the B.Com degree.

## COMMERCIAL ENVIRONMENT

In this module students will explore the dynamic intersection of creativity and commerce in the creative industries. The module delves into economic market dynamics and financial principles driving success in sectors such as design, advertising, media, and fashion. Students will gain insight into navigating the unique challenges and opportunities of commercializing creative ventures.

## CONSUMER BEHAVIOUR

This module provides students with the insight to integrate consumer behaviour theory in practise by delving into the psychological, sociological, and cultural factors that shape consumer behavior. The aim of the module is to enable students to understand the customer decision-making process and to recognise the variables and situations that influence customer buying behaviour for individuals and groups alike. Students are able to develop profound insights into market trends and consumer preferences enabling them to create targeted campaigns and enhance customer satisfaction in diverse market segments.

## DATA AND DECISION-MAKING

In this module students will learn the importance of data in the decision-making process. They will be exposed to the fundamentals of decision making and how to assess risk and uncertainty while supporting this with well formulated and appropriate data. Students will further learn how to apply this knowledge as part of a larger project team for highly complex and more specialised decision-making environments where they act as facilitators rather than the actual analysts or decision makers.

## DIGITAL MARKETING MANAGEMENT

Overall, the module will provide students with a comprehensive understanding of how to develop, implement, and manage digital marketing strategies within an organizational context, emphasizing the role of effective management practices in driving success in the digital landscape.

## DIGITAL MARKETING PRACTICE

This module provides students with knowledge on the use of web analytics tools, digital marketing performance metrics, and the digital marketing strategy. Firstly, students will be exposed to digital marketing optimisation through web analytics tools such as Google Analytics. Secondly, students will be exposed to the knowledge and understanding of digital marketing performance metrics. Thirdly, students will learn the theory behind a detailed digital marketing strategy which include digital goals, tools, strategy, and metrics.

## DIGITAL MARKETING THEORY

This module builds on the foundational theory covered in the Introduction to Digital Marketing. The aim of the module is to explore different digital marketing communication techniques, exposing students to an intermediate level of understanding of the various tools and channels used in digital marketing. These channels include social media marketing, online public relations and reputation management, email marketing, mobile marketing, search engine marketing, and search engine optimisation.

# MODULE DESCRIPTIONS

## ECONOMIC POLICY AND SUSTAINABILITY

This module exposes students to the need for society to balance economic growth with environmental challenges. In addition to this, students are introduced to the how's and why's of public interventions in the economy as well as the basic traditional economic policies linked to this. This is contrasted with sustainable development policies. Lastly, students will be exposed to the role that automation and technology play in creating a sustainable economy.

## ECONOMICS 1

This first economics module introduces students to the meaning of economics for society as well as an institutional framework to set context. It also familiarizes students with relevant microeconomic tools relating to supply and demand, the production of goods and services, as well as different market forms. Finally, students learn about non-traditional economic models, like for example the platform economy, and how businesses operate in this “new” economy.

## ECONOMICS 2

This module is the follow-on module from Economics 1 and as such explores further concepts in the economy, after having covered economics related to businesses and industries. First, students are introduced to the profession of an economist, in order to support them in their choice of career. The next topics relate to the macroeconomic system, policies and theories, and measuring economic performance. The module also covers unemployment and inflation, as well as the current account balance and external debt of a country. Last, students will familiarise themselves with economic growth and business cycles.

## ENTREPRENEURSHIP

This module is aimed at assisting students who aspire to starting their own businesses and want to be able to apply entrepreneurial thinking and techniques in their work and to understand the process of entrepreneurship. The module can also assist students with entrepreneurial thinking while in employment for another company, and to use the principles to achieve competitiveness, innovation and profitability for a department. At the heart of the module is the development of an in-depth sustainable business plan, including the financing of the venture. Lastly, the module will familiarise students with the role entrepreneurs play in society.

## FASHION PRACTICE 1

This module equips students with the essential practical skills and theoretical knowledge necessary to enter the fashion manufacturing and textile industries. Through a comprehensive curriculum, students develop the ability to logically assimilate information from various sources, effectively communicate their findings, and apply appropriate practices within the industry-driven context of the module. By focusing on the theoretical understanding of the fashion business, students gain the skills to identify, evaluate, and solve specific problems within the fashion supply chain, particularly in the roles of buyer or merchandiser. The module covers a wide range of topics, including garment production, outerwear, fabric treatment and finishes, manufacturing options, labelling, and licensing, supply chain management, and garment costing and pricing, providing students with a holistic understanding of the fashion industry and its impact on the broader economy.

## FASHION PRACTICE 2

This module places a strong emphasis on practical application, enabling students to work effectively and efficiently within the supply chain process of a manufacturing plant. By applying the requisites of quality assurance to the value chain process, students develop the ability to evaluate supply chain processes and make informed recommendations for improvement strategies. The module covers a range of essential topics, including pattern making, form measurements, figure analysis, technical drawing analysis, and the four key principles of pattern making: dart manipulation, style lines, added fullness, and contouring. Through hands-on learning experiences and theoretical study, students acquire the necessary skills and knowledge to excel in their future roles within the fashion industry, while also gaining a deep appreciation for the cyclical nature of fashion movement.

## FASHION PRACTICE 3

This module offers students a comprehensive exploration of the fashion practice cycle, thereby encompassing various facets such as photography, make-up, media, styling, and visual merchandising direction. Through this module, students gain a deeper understanding of how each aspect contributes to the overall retail practice and develop the skills necessary to effectively communicate fashion practice to the broader industry. The module places a strong emphasis on critical thinking, encouraging students to analyse and evaluate the interconnectedness of the different components within the fashion practice cycle. Through case studies and project management assignments, students gain hands-on experience in navigating the complexities of store operations, visual merchandising, and retail strategy.

## FINANCIAL MANAGEMENT

This module introduces the student to the fundamentals of financial management. It explores the purpose of financial management, the role of the financial manager, and the interaction between financial management and other disciplines. The module equips the student with the necessary tools to analyse financial statements, appraise investment opportunities, identify appropriate sources of funds for a business, and manage working capital in a business.



# MODULE DESCRIPTIONS

## FINANCIAL MANAGEMENT FOR FM 1

This module introduces the student to the financial management environment, and to first concepts in corporate finance, i.e. time value of money, valuation of financial assets, risk and return, cost of capital and capital budgeting.

## FINANCIAL MANAGEMENT FOR FM 2

This module exposes the student to the more in-depth financial management and corporate finance topics, like for example, mergers and acquisitions, leasing decisions and financial management in a global environment.

## FINANCIAL MARKETS

This module shall introduce students on the Financial Management Major to financial markets and instruments, in order to cover Finance from a different angle (not from a corporate finance angle). Students are first familiarised with an introduction to Financial markets, and will then cover various financial instruments like, for example, equities, bonds and various derivatives. Last but not least, students will immerse themselves into how different (institutional) investors participate in the financial markets.

## FINANCIAL REPORTING AND ANALYSIS

The purpose of this module is to enable students to prepare and analyse financial statements for different types of entities. The students will cover important International Financial Reporting Standards (IFRS) in the form of the Conceptual Framework for Financial Reporting; Property, Plant and Equipment (PPE); Inventory; and Revenue.

## FUTURE THINKING AND SCENARIO PLANNING

This module introduces students to scenario planning as a strategic tool to enable businesses to weigh up future possible events as part of their long-term planning processes. Students will be exposed to the social, technical, environmental, economic, and political (STEEP) trends in thinking through these future plans. In looking at the future, students will be exposed to the need to attempt to reach a balance between overprediction and underprediction of future events.

## GLOBAL CITIZENSHIP

This module introduces students to contemporary global challenges that countries, companies and individuals need to find solutions for. Students will be able to place themselves in relation to the concept of citizenship, with the relevant rights and obligations. In both the local and global contexts, diversity provides students with opportunities to appreciate the value of different ways of thinking, seeing the world and the resulting richness of enhanced solutions to business challenges, many of whom are linked to ethical dilemmas. As connected actors, students are able to appreciate the importance of sustainable development in dealing with the challenges of an overstretched planet. In addition to this, students get to appreciate the impacts of corporations' actions through corporate social responsibility programmes.

## GLOBAL MARKETING

This module will familiarise students with the concept of market research, in order to understand suitable global market entry strategies. Students will be exposed to the decision making around product adaptation versus standardization. The module will cover an introduction to international branding, marketing communication, distribution channel management, pricing strategies and global marketing campaigns. Lastly, students will be introduced to legal, regulatory, ethical and cultural considerations, linked to global marketing.

## INDUCTION TO BUSINESS STUDIES

In this induction module, students are provided with the skills and knowledge required to be successful in entry-level business degree studies. The Academic reading and writing component exposes students to good reading techniques, guides them through the writing process, and helps them to write effective academic essays. The Study skills component is aimed at providing students with basic information and techniques on how to improve their study skills from preparation to the exams. The module concludes with the Numeracy component that focuses on essential business numeracy skills required for business studies.

## INTERNATIONAL BUSINESS STRATEGY

This module focuses on developing strategies for businesses to compete effectively in the global marketplace. It involves analyzing global market trends, assessing international competition, and identifying opportunities for market entry and expansion. Further, the module allows students to understand the formulation and implementation of plans to achieve competitive advantage on a global scale. Lastly, student are familiarised with issues such as market segmentation, product differentiation, international branding, and global market positioning.

# MODULE DESCRIPTIONS

## INTERNATIONAL ECONOMICS

This module allows students to understand how the international economy functions, central to which is the role of trade between nation states. From an economics perspective, students will be given the opportunity to explore and better understand the notion of comparative advantage. Further, students are provided an opportunity to appreciate the role of international relations in global trade. The international financial system provides students with the necessary insight into how trade is financed. Industry 4.0 underpins the importance of technology in providing countries with the necessary comparative advantage in trade. Lastly, the balance of payments allows students with an overall view for the accounting of trade.

## INTERNATIONAL MANAGEMENT

This module introduces students to the topics of managing people, operations, and resources in a global context. It allows students to build an understanding of how to tackle the challenges of leading multicultural teams, navigating cross-border regulations, and adapting management practices to diverse cultural environments. Students will build relevant knowledge and learn how to apply it in cross-cultural communication, negotiation, and conflict resolution. Lastly, the module forms an introduction into issues such as global human resource management, international business ethics, and corporate social responsibility on a global scale.

## INTERNATIONAL TRADE AND FINANCE

Students will be introduced to international trade theories, policies and agreements. The module will also familiarise students with foreign exchange markets and international payment methods. Students will get exposure to the topics of export and import financing as well as foreign direct investment. Lastly, the module will give an overview of global financial markets and managing risk in international finance.

## INTRODUCTION TO BUSINESS MANAGEMENT

This module Introduction to Business Management introduces the student to the fundamental principles of management and the essential skills and competencies for effective management. The student will be exposed to the primary management tasks: planning, organising, leading and controlling. Supporting management tasks, such as communication, motivation and delegation, are also covered. The student is introduced to how these management competencies and tasks are applied across management functions; notably, operations, financial, marketing and human resources management.

## INTRODUCTION TO DIGITAL MARKETING

This module is designed to equip students with foundational knowledge in the rapidly evolving field of digital marketing. The module covers vital issues in the digital marketing environment such as the evolution of the internet and websites, current digital marketing trends, and the transformation of marketing through a variety of digital marketing channels such as search engine optimisation, online advertising, mobile marketing, email marketing and social media marketing. The module prepares students for the transition to Digital Marketing Theory which is an intermediate study of the digital marketing channels.

## INTRODUCTION TO MARKETING

The aim of this module is to provide students with an overview of marketing including the fundamental concepts and principles that underpin marketing in the 21st century. The module examines the role and practice of marketing within the changing business environment. Students are exposed to basic marketing theory including the marketing mix, segmentation, target audience selection, knowing your competitor, and channel selection.

## INTRODUCTION TO RESEARCH

The purpose of this module is to introduce the student to basic business research methodologies. Business research is a process of acquiring detailed information about all the areas of the business and using this information to maximise the sales and profit of the business. Such a study helps companies determine which product/service is most profitable or in demand. In simple words, it can be stated as the acquisition of information or knowledge for professional or commercial purposes to determine opportunities and goals for a business.

## INVESTMENT MANAGEMENT 1

This first specific investment management module covers two important parts to becoming an investment analyst or manager. Part A entails understanding the principles of ethical conduct as applied in the investment management industry, and this is tackled by using the example of the widely recognized Certified Financial Analyst Society, and the codes and standards of practice they have put in place. Part B covers the touchpoints that investment analysts have with corporate issuers, when they seek finance from different sources, while at the same time complying with certain expectations around governance.

## INVESTMENT MANAGEMENT 2A

The purpose of this module is to introduce students into the basics of two financial instruments: equities and bonds. Students will be able to perform specific calculations around the valuation of the specific instruments, and also to interpret the results.

# MODULE DESCRIPTIONS

## INVESTMENT MANAGEMENT 2B

The purpose of this module is to take the student's knowledge of investment management further into derivatives, alternative investments and portfolio management.

## MARKETING AND BRAND MANAGEMENT

This comprehensive module is designed to deepen students' knowledge of the marketing concept and key brand principles. The student will develop an understanding of the complex and diverse scope of marketing by focusing the extended marketing mix as well as ethics and social responsibility in a marketing context. Furthermore, the student will gain an understanding of why brands are so important and what they represent to consumers. It will also examine how firms should manage these valuable assets.

## MERCHANDISING, PLANNING AND BUYING

This module introduces students to buying practice and merchandise planning from the perspective of fashion retailers. It equips students with knowledge and skills in fashion buying and merchandising while simultaneously exploring the technological advances and current global issues and challenges in retail buying. The module also includes legal implications in merchandising, sourcing and supply chain management, stock management and distribution, retail formats, and future trends in buying and merchandising.

## PEOPLE AND CHANGE

The purpose of this module is to introduce students into the discipline and practice of people management in an era of rapid change. Various facets and approaches to people management are presented against the background of contemporary and dynamic challenges that businesses face. Students will also be familiarised with the influence that people and change management can have on successful business operations.

## PROJECT

This module is aimed at enabling students to apply the principles acquired in their chosen major (General, Financial Management, Risk Management, Economics or Investment Management) in a practical environment, after laying the foundation in the Introduction to Research module. Students will research a specific industry or business challenge, and suggest a suitable solution basis. As such, the module will foster problem solving, critical thinking and solution orientation skills. Furthermore, students will hone their report writing and presentation skills. The last part of the module introduces students to acquiring funding for and collaborating in research.

## PROJECT MANAGEMENT EXECUTION

Gaining familiarity with planning processes for all project management areas means moving forward to the next step which is being able to start executing these in practice. Executing projects is not only about implementing the work; it is about learning and understanding how to manage and control various issues that arise in a project management area. This means that in each project management knowledge area, you will now learn what it entails to manage and execute it. For example, in cost management, you will learn what actions to take if costs do not meet scheduled costs and then learn how to monitor the costs throughout your project. Teamwork is an essential component of project execution, therefore there will much focus on how to appoint and develop a team throughout a project. Understanding the process involved in this execution is key to mastering execution processes in any project.

## PROJECT MANAGEMENT PLANNING

Planning forms the basis of project management for any project. It is therefore important that a project manager can master the basics of planning successfully. Planning in this module involves planning for various knowledge management areas in a project and these areas include risk management, stakeholder management, procurement management and cost management, among others. In each of these project management knowledge areas, you will learn how to plan these various elements as well as understand certain concepts to manage these elements. With the use of inputs, tools, and outputs, you will be shown the various processes that are involved when planning for projects. Finally, you will also be shown how to demonstrate these project management areas with the use of various diagrams.

## PROJECT MANAGEMENT PRACTICE 1A

In this module you will learn how to practice the planning and implementation basics that you have mastered in project management. This module involves learning the theory behind each knowledge management area and then applying the theory to various project management knowledge area templates that are used in project management. For example, you will use a risk management template to identify risks, manage and control for risks in a project. You will therefore be given a practice project that will allow you to apply your theory to these templates. This will assist you to develop the necessary skills you need as a project manager, which include communication skills, writing skills, research skills as well as leadership skills.

# MODULE DESCRIPTIONS

## PROJECT MANAGEMENT PRACTICE 1B

This module will introduce you to the Standard in Project Management and show you the various current approaches that are taken and used in practice for each knowledge management area. These approaches are agile, iterative, and adaptive in nature. The module largely focuses on strategic and business knowledge. Furthermore, the module entails 8 project performance domains, and in each you will learn about the models, methods and artifacts that are used. Principles and values are emphasised in each project management knowledge area. At the end of the module, you will become acquainted with the changing nature of project management and the importance of becoming innovative and adaptable in projects.

## RISK MANAGEMENT 1

The purpose of this module is to introduce students to the world of risk management. Globally, throughout various industries, risk management is becoming more important, and specialists are sought to work with existing and new risks. Note, however, that this is a specific and separate module on this topic, because businesses need to understand what it means to build a specific risk culture, which risks to take, and how to mitigate unwanted risks.

## RISK MANAGEMENT 2

The purpose of this module is to enable students to navigate a strategic risk management environment, after having been exposed to an introduction to risk management. Students will be introduced to the topic from a top-down angle, from the middle and also operating on the ground. Last but not least, students will learn how to determine basic risk capacity and risk appetite.

## STATISTICS

In this module, students will gain a good theoretical and practical understanding of statistical techniques and experimental design as applied to commercial problems. The topics covered in this module address the full breadth of the components of statistics, consisting of descriptive statistics, inferential statistics and statistical modelling.

## STRATEGIC MANAGEMENT

The purpose of this module is to introduce students to strategic management with a practical focus. After theoretical foundations are presented, students will understand how different role players influence and interact with regard to strategy. Different strategy tools and practices are covered, as well as the importance of discourse in the formulation and implementation of strategy. Through various case studies the topic will be brought alive, from different industry perspectives.

## TECHNOLOGY AND INNOVATION MANAGEMENT

This module aims to enable students to understand how technology and innovation impacts business with reference to success or failure. The module commences with introducing students to the differences between creativity and innovation. Thereafter, students are provided with opportunities to understand the innovation process, paying particular attention to how a business needs to be organised for innovation. Disruptive Innovation allows students to appreciate the importance of acting speedily and intelligently in bringing new technology to market. Social Innovation, on the other hand, provides students with a different view to how products and or services can benefit society.

## TREND RESEARCH

This module equips students with a comprehensive understanding of fashion trends that enables them to navigate the dynamic fashion landscape. Through a combination of theoretical insights and practical applications, students explore trend terminology, concepts, and the diverse influences shaping fashion trends in a globalised context. The module emphasises the development of skills in trend identification, analysis, and synthesis, thereby empowering students to make valuable contributions to the fashion industry by contextualising past and present trends, and leveraging their understanding of trickle theories, colour research, and social media data analysis techniques.

# STADIO

## HIGHER EDUCATION

### SCHOOL OF COMMERCE

#### BACHELOR OF COMMERCE

NQF 7 | MIN. 360 CREDITS | SAQA ID: 119071 | MIN. 3 YEARS | MODE: CONTACT LEARNING

CAMPUSES: BELLVILLE (CAPE TOWN) & CENTURION (PRETORIA)

\*FASHION MAJOR ONLY OFFERED AT CENTURION (PRETORIA) CAMPUS



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