IIE Bachelor of Arts

School of Social Science

The IIE Bachelor of Arts (BA) degree is a broad-based Arts degree that focusses on 'the art of learning and critical thinking'. The IIE BA degree provides students with a choice of two of the following three core disciplines namely: English, Psychology and Communication Science.

The IIE Bachelor of Arts (BA) degree will qualify its graduates to work in a variety of sectors and organisations.

Graduates will be equipped with advanced writing and verbal skills, conceptual and critical thinking skills, as well as general communication skills valued by all employers and needed in all organisations. Students completing any of the core disciplines (Psychology, Communication Science or English) to third year will also qualify to articulate into an Honours Degree, if they meet the entry requirements of such programmes.

DEGREE

CONTACT

FULL-TIME

www.iiemsa.co.za

English and Psychology Core Discipline
Curriculum

MODULES					
YEAR 1					
SEMESTER 1			**SEMESTER 2**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
ENGL5121	English 1A: Introduction to English Studies	15	ENGL6122	English 1B: Introduction to English Studies	15
COSC5121	Communication Science 1A: Interpersonal Communication	15	COSC5132	Communication Science 1B: Intercultural Communication	15
PSYC5121	Psychology 1A: Introduction to Psychology	15	PSYC5122	Psychology 1B: Introduction to Psychology	15
SOCI5121	Sociology 1A	15	SOCI5122	Sociology 1B	15

YEAR 2					
SEMESTER 3			**SEMESTER 4**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
ENGL6221	English 2A: South African Literature	15	ENGL6222	English 2B: Postcolonialism	15
PSYC6221	Psychology 2A: Social Psychology	15	PSYC6222	Psychology 2B: Developmental Psychology	15
JRNS6221	Journalism 1	15	MEST6222	Media Studies 1	15
MELE6221	Media Law and Ethics	15	PSYC6224	Psychology 2C: Personality Psychology	15

YEAR 3					
SEMESTER 5			**SEMESTER 6**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
INRS7321	Introduction to Research	15	REPR7312	Research Practice	15
ENGL7321	English 3A: Modernism	15	ENGL7322	English 3B: Postmodernism	15
PSYC7321	Psychology 3A: Cognitive Psychology	15	PSYC7322	Psychology 3B: Abnormal Psychology	15
PSYC7313	Psychology 3C: Community Psychology	15	PSYC7324	Psychology 3D: Research Psychology	15

IIE Bachelor of Arts

3 YEARS FULL-TIME | NQF LEVEL 7 | MINIMUM 360 Credits | SAQA ID: 94119

English and Communication Science Core Discipline
Curriculum

MODULES					
YEAR 1					
SEMESTER 1			**SEMESTER 2**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
ENGL5121	English 1A: Introduction to English Studies	15	ENGL6122	English 1B: Introduction to English Studies	15
COSC5121	Communication Science 1A: Interpersonal Communication	15	COSC5132	Communication Science 1B: Intercultural Communication	15
PSYC5121	Psychology 1A: Introduction to Psychology	15	PSYC5122	Psychology 1B: Introduction to Psychology	15
SOCI5121	Sociology 1A	15	SOCI5122	Sociology 1B	15

YEAR 2					
SEMESTER 3			**SEMESTER 4**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
ENGL6221	English 2A: South African Literature	15	ENGL6222	English 2B: Postcolonialism	15
COSC6231	Communication Science 2A: Organisational Communication	15	COSC6222	Communication Science 2B: Persuasive Communication	15
JRNS6221	Journalism 1	15	MEST6222	Media Studies 1	15
MELE6221	Media Law and Ethics	15	NCTE6222	New Communication Technology	15

YEAR 3					
SEMESTER 5			**SEMESTER 6**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
INRS7321	Introduction to Research	15	REPR7312	Research Practice	15
ENGL7321	English 3A: Modernism	15	ENGL7322	English 3B: Postmodernism	15
JRNS7321	Journalism 2	15	MEST7322	Media Studies 2	15
COSC7321	Communication Science 3A: Global Communication	15	COSC7322	Communication Science 3B: Mass Communication 3B	15

Communication Science and Psychology Core Discipline
Curriculum

MODULES					
YEAR 1					
SEMESTER 1			**SEMESTER 2**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
ENGL5121	English 1A: Introduction to English Studies	15	ENGL6122	English 1B: Introduction to English Studies	15
COSC5121	Communication Science 1A: Interpersonal Communication	15	COSC5132	Communication Science 1B: Intercultural Communication	15
PSYC5121	Psychology 1A: Introduction to Psychology	15	PSYC5122	Psychology 1B: Introduction to Psychology	15
SOCI5121	Sociology 1A	15	SOCI5122	Sociology 1B	15

YEAR 2					
SEMESTER 3			**SEMESTER 4**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
PSYC6221	Psychology 2A: Social Psychology	15	PSYC6222	Psychology 2B: Developmental Psychology	15
COSC6231	Communication Science 2A: Organisational Communication	15	COSC6222	Communication Science 2B: Persuasive Communication	15
JRNS6221	Journalism 1	15	MEST6222	Media Studies 1	15
MELE6221	Media Law and Ethics	15	PSYC6224	Psychology 2C: Personality Psychology	15

YEAR 3					
SEMESTER 5			**SEMESTER 6**		
Code	**Module Name**	**Credits**	**Code**	**Module Name**	**Credits**
INRS7321	Introduction to Research	15	REPR7312	Research Practice	15
PSYC7321	Psychology 3A: Cognitive Psychology	15	COSC7322	Communication Science 3B: Mass Communication	15
PSYC7313	Psychology 3C: Community Psychology	15	PSYC7322	Psychology 3B: Abnormal Psychology	15
COSC7321	Communication Science 3A: Global Communication	15	PSYC7324	Psychology 3D: Research Psychology	15

IIE Bachelor of Arts

3 YEARS FULL-TIME | NQF LEVEL 7 | MINIMUM 360 Credits | SAQA ID: 94119

Career Opportunities

This degree will open up an attractive range of career options; this degree is an ideal stepping stone to a diverse and exciting range of business-related career opportunities that include:

- Writing
- Script writing
- Subediting
- Programme coordination
- Scribing
- Programme coordination
- Relationship management
- Media consulting
- News consulting
- Proof reading

- Social media management and communication
- Journalism
- Communication accounts administration
- Communication consulting
- Research communication management
- Teaching (will require postgraduate study)
- Psychologist (will require extensive postgraduate study)
- Counselling (will require postgraduate study)

Articulation Options

For the School of Social Science the following qualification allows you to articulate into the IIE Bachelor of Arts should you meet the requirements:

IIE Higher Certificate in Communication Practices.

For alternative articulation options within our other schools please contact your campus for further information.

NQF 5 Higher Certificate	
NQF 7 Bachelor's Degree	✔
NQF 8 Honours Degree or Postgraduate Diploma	
NQF 9 Master's Degree	

Admission Requirements

National Senior Certificate (NSC)
Bachelor pass with English (60%)

National Certificate (Vocational) (NC(V))
Bachelor pass with English (60%)

Senior Certificate (SC)
Endorsement with English (60%)

Senior Certificate (Amended) (SC(a))
Bachelor pass with English (60%)

International
An USAf Exemption Certificate with 60% or equivalent for English.

A cognate Higher Certificate OR cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma or Degree may satisfy the minimum admission requirements to degree studies.

Should you have any other school leaving qualification not mentioned above, please contact a student advisor.

Alternative Admission

(Should the English requirement not be met at NSC Grade 12, then entrance may be granted if the English requirement is met based on the Grade 11 final mark)

English
NSC 50%-59% (If 60% min in final Grade 11 results was achieved.)

SHAPE YOUR DEGREE. YOUR FUTURE. YOUR CAREER.