

# commerce

## IIE BACHELOR OF COMMERCE



3 years full-time



NQF Level 7



Min. 360 credits



SAQA ID: 84706

### WHY STUDY COMMERCE?

The IIE BCom degree offers students quality learning experience in the contemporary, dynamic and evolving field of commerce. Students are provided an opportunity to choose either Strategic Management or Marketing Management as a core discipline. This IIE BCom degree equips Graduates to enter into the business world with solid theoretical knowledge and necessary business skills such as critical thinking, problem-solving and strategic decision-making skills.

### CAREER OPPORTUNITIES

\* Depending on the core discipline chosen, graduates will be equipped to take up positions such as:  
General managers | Marketing and Sales managers | Distribution managers | Business managers |  
Financial managers | Project managers



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# IIE BACHELOR OF COMMERCE

## MODULES - MARKETING MANAGEMENT CORE DISCIPLINE

### YEAR 1

Accounting 1A  
Applied Communication Techniques  
Business Management 1A  
Economics 1A  
Accounting 1B  
Business Management 1B  
Economics 1B  
Introduction to Marketing Theory and Practice

### YEAR 2

Business Management 2A  
Financial Management 2A  
Marketing 2A  
Quantitative Techniques  
Business Law  
Business Management 2B  
Digital Marketing  
Marketing 2B

### YEAR 3

Business Management 3A  
Introduction to Research  
Marketing 3A  
Work Integrated Learning  
Business Management 3B  
Research Practice  
Information and Knowledge  
Management  
Marketing 3B

## MODULES - STRATEGIC MANAGEMENT CORE DISCIPLINE

### YEAR 1

Accounting 1A  
Applied Communication Techniques  
Business Management 1A  
Economics 1A  
Accounting 1B  
Business Management 1B  
Economics 1B  
Introduction to Marketing Theory and Practice

### YEAR 2

Business Management 2A  
Financial Management 2A  
Industrial Relations  
Quantitative Techniques  
Business Law  
Business Management 2B  
Project Management  
Retail Management

### YEAR 3

Business Management 3A  
Introduction to Research  
Supply Chain Management  
Work Integrated Learning  
Business Management 3B  
Research Practice  
Information and Knowledge  
Management  
Enterprise Risk Management

There are prerequisites for this programme that must be met in order to progress through the qualification.

## MINIMUM ADMISSION REQUIREMENTS

### National Senior Certificate (NSC)

English: 50% and Maths/HG: 40% or Math Lit/SG: 60%

### National Certificate (Vocational) (NC(V))

English: 50% and Maths/HG: 50% or Math Lit/SG: 60%

### Senior Certificate (SC)

Endorsement with English: 50% and Maths/HG: 40% or Math Lit/SG: 60%

### Senior Certificate (Amended) (SC(a))

English: 50% and Maths/HG: 40% or Math Lit/SG: 60%

### International Students

An USAf Exemption Certificate to degree studies is required and meeting the relevant Maths and English requirements.

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

If discipline not cognate at least 20% of credits must be academic literacy or numeracy related.

Please note, the admission requirements into this qualification were correct at the time of publication.