

# FACT SHEET

## Qualification

- Bachelor of Business Administration in Media Operations Management
- BBA (Media Operations Management)
- SAQA ID 90664, NQF (HEQSF) Level 8, Minimum Credits 498 plus 5 DP Credits at NQF Level 4
- This qualification is only offered at the Sandton (Jhb) campus.

## What is the Duration of Study?

Based on the credits and notional hours of this qualification, the minimum duration is eight (8) semesters over a period of four (4) years, and the maximum duration is eight (8) years. For more information see Table overleaf.

## What is the Purpose of the Qualification?

The *Bachelor of Business Administration in Media Operations Management* aims to provide individuals working, or interested in working in the field of media with the knowledge, skills and competencies expected of professionals in management positions within the broader media operations context. Students meeting the requirements of the qualification will be positioned to assume operational management responsibilities in the various sub-fields of media communications as well as be positioned to further their learning in other aspects of media from a vantage point of a solid foundational understanding of the structures, operations, and legislative framework specific to the broader media environment. This qualification will enable graduates to assume job responsibilities such as:

- Operations Manager (Media Organisation).
- Media Planner and Strategist.
- Media Project Manager.
- Programme Coordinator (Audio-Visual Media).
- Station/Broadcast Manager (Audio-Visual Media).
- Account/Divisional Manager (Media Organisation).
- Senior Manager (Media Organisation).
- Media Director (Media Organisation).

## What are the Programme Outcomes?

On completion of the programme, graduates will have the necessary knowledge and practical skills required to:

- Demonstrate an understanding of both the national and international media operations environments.
- Demonstrate an understanding of the legislative framework regulating the media environment in terms of its impact on a media organisation.
- Apply principles of research to investigate media operations issues.
- Apply the principles of business management in the media environment.
- Apply the principles of integrated marketing communication.
- Explain the economic environment in which a media organisation functions.
- Apply financial principles to support operational efficiency.
- Apply project management principles in support of a media operations project.
- Apply communicative competence in interpersonal and organisational liaison.

### **Minimum Entry Requirements**

A minimum requirement for admission into the degree is a:

- National Senior Certificate (NSC), with English as one of the subjects passed and with endorsement for admission to Bachelor's degree study; or
- National Certificate (Vocational) (NC(V)), with English as one of the subjects passed and with endorsement for admission to Bachelor's degree study; or
- Prior to 2009, Senior Certificate with English as one of the subjects passed.

### **Alternative Entry Requirements**

A number of higher education qualifications may meet the requirements for admission into the degree:

- Higher Certificate, NQF (HEQSF) Level 5, minimum Credits 120; or
- Advanced Certificate, NQF (HEQSF) Level 6, minimum Credits 120; or
- Diploma, NQF (HEQSF) Level 6, minimum Credits 240 or 360; or
- Equivalent qualification from a foreign higher education institution - see section on Foreign Applicants below.

### **Foreign Applicants**

Foreign students who do not hold a South African school leaving certificate must present a Grade 12 equivalence verification with endorsement for admission to Bachelor's degree study from the South African Matriculation Board. The Board can be contacted on +27-010-591-4401/2 or [exemptions@hesa-enrol.ac.za](mailto:exemptions@hesa-enrol.ac.za). Also, foreign applicants are required to provide proof of proficiency in English (TOEFL score of 550, or IELTS overall band score of 6.0.) prior to admission to the qualification.

Students who have qualifications from foreign higher education institutions must present an equivalence certificate from the South African Qualifications Authority (SAQA) which can be contacted on +27-(0)12 431-5070 or visit <http://www.saqa.org.za/>.

### **Applying to Transfer-in Credits (CAT)**

Boston allows students with completed credits from other Boston programmes to accumulate those and also allows students with completed credits from recognised higher education institutions to apply for credit transfers. Credit accumulations and transfers will only be considered if accompanied by full academic records with a statement of satisfactory or good conduct. Students interested in applying will be considered individually by the Academic Committee based at the Head Office in Sandton - see relevant section in the 'Application for Admission Form' or online.

### **RPL Applicants**

Boston admits a small number of students through Recognition of Prior Learning (RPL). Applicants interested in applying through RPL will be considered individually by the Academic Committee based at the Head Office in Sandton, see relevant section in the 'Application for Admission Form'.

### **What is the language of teaching and learning?**

English is the language of communication, instruction and assessment.

### **What is the mode of delivery?**

Contact learning.

### **What is the Curriculum?**

The *Bachelor of Business Administration in Media Operations Management* degree consists of four hundred and seventy eight (478) compulsory credits; twenty (20) elective credits; and, five (5) due performance (DP) credits.

\*2016 prices will be available later in the year and will likely increase between 6% - 10%

# Curriculum

Year 1

	Subjects	Codes	2015 Price*	NQF Level	Credits	Compulsory or Elective	Year	Semester	Assessments: Formative + Summative
Semester 1	MSWindows	MSW1	R 405.00	4	DP (1.25)	Compulsory	1	1 <sup>st</sup>	80% DP
	Academic Literacy 1	ADL1	R 5 184.00	5	16	Compulsory	1	1 <sup>st</sup>	1 + 1
	Professional Skills 1	PRFS1	R 6 480.00	5	20	Compulsory	1	1 <sup>st</sup>	1 + 1
	Business Management 1	BMN1	R 5 272.00	5	16	Compulsory	1	1 <sup>st</sup>	1 + 1
	Advertising 1	ADV1	R 4 860.00	5	15	Compulsory	1	1 <sup>st</sup>	1 + 1
	Total Credits: Semester 1					<b>67 (+1.25DP)</b>			
Semester 2	MSWord	MWD1	R 405.00	4	DP (1.25)	Compulsory	1	2 <sup>nd</sup>	80% DP
	MSExcel	MEX1	R 405.00	4	DP (1.25)	Compulsory	1	2 <sup>nd</sup>	80% DP
	Industrial Psychology 1	IPSY1	R 3 954.00	5	12	Compulsory	1	2 <sup>nd</sup>	1 + 1
	Marketing 1	MKT1	R 4 860.00	5	15	Compulsory	1	2 <sup>nd</sup>	1 + 1
	Public Relations 1	PR1	R 4 860.00	5	15	Compulsory	1	2 <sup>nd</sup>	1 + 1
	Journalism 1	JRN1	R 4 860.00	5	15	Compulsory	1	2 <sup>nd</sup>	1 + 1
	Total Credits: Semester 2					<b>57 (+2.5 DP)</b>			

Total Credits: Year 1

124  
(+3.75DP)

Year 2

Semester 1	MSPowerPoint	MPP1	R 405.00	4	DP (1.25)	Compulsory	2	1 <sup>st</sup>	80% DP	
	Economics 1.1	ECO1	R 5 272.00	5	8	Compulsory	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formative	
	Financial Management 1.1	FINM1	R 9 885.00	6	15	Compulsory	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formative	
	Business Management 2.1	BMN2	R10 560.00	6	16	Compulsory	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formative	
	Entrepreneurship 2	ENT2	R 7 020.00	6	20	Compulsory	2	2	1 + 1	
	<b>Select any one (1)</b>									
	Advertising 2	ADV2	R 7 020.00	5	10	Elective	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formative	
	Journalism 2	JRN2	R 7 020.00							
	Marketing 2	MKT2	R 7 020.00							
Public Relations 2	PR2	R 7 020.00								
Total Credits: Semester 1					<b>69 (+1.25DP)</b>					
Semester 2	Same Elective as Semester 1			5	10	Elective	2	1 <sup>st</sup> & 2 <sup>nd</sup>	1 + 1	
	Economics 1.2	ECO1		5	8	Compulsory	2	1 <sup>st</sup> & 2 <sup>nd</sup>	1 + 1	
	Financial Management 1.2	FINM1		6	15	Compulsory	2	1 <sup>st</sup> & 2 <sup>nd</sup>	1 + 1	
	Business Management 2.2	BMN2		6	16	Compulsory	2	2	1 + 1	
	Brand Management 1	BRM1	R 2 636.00	5	8	Compulsory	2	2 <sup>nd</sup>	1 + 1	
Total Credits: Semester 2					<b>57</b>					

Total Credits: Year 2

126  
(+1.25DP)

	Subjects	Codes	2015 Price*	NQF Level	Credits	Compulsory or Elective	Year	Semester	Assessments: Formative Summative +	
Year 3	Semester 1	Company Law 1	CLA1	R 2 636.00	5	8	Compulsory	2	1 <sup>st</sup>	1 + 1
		Project Management 2	PMN2	R 3 960.00	6	12	Compulsory	3	1 <sup>st</sup>	1 + 1
		Financial Management 2	FINM2	R 3 300.00	6	10	Compulsory	3	1 <sup>st</sup>	1 + 1
		Business Management 3.1	BMN3	R11 328.00	7	16	Compulsory	3	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formatives
		Media & Globalisation 3.1	MDG3	R 8 496.00	7	12	Compulsory	3	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formatives
	Total Credits: Semester 1					58	Compulsory			
	Semester 2	Industrial Psychology 2	IPSY2	R 3 960.00	6	12	Compulsory	3	1 <sup>st</sup>	1 + 1
		Media Law 2	MDL2	R 7 020.00	6	20	Compulsory	3	2 <sup>nd</sup>	1 + 1
		Business Management 3.2	BMN3		7	16	Compulsory	3	1 <sup>st</sup> & 2 <sup>nd</sup>	1 + 1
		Media & Globalisation 3.2	MDG3		7	12	Compulsory	3	1 <sup>st</sup> & 2 <sup>nd</sup>	1 + 1
Total Credits: Semester 2					60					
Total Credits: Year 3					118					
Year 4	Semester 1	Financial Management 3	FINM3		7	10	Compulsory	4	1 <sup>st</sup>	1 + 1
		Integrated Media Management 4.1	IMM4		8	25	Compulsory	4	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formative
		Research Methods 4	RMTH4		8	20	Compulsory	4	1 <sup>st</sup>	1 + 1
		Experiential Learning 4.1	EXL4		8	10	Compulsory	4	1 <sup>st</sup> & 2 <sup>nd</sup>	1 Formative
	Total Credits: Semester 1					65	Compulsory			
	Semester 2	Integrated Media Management 4.2	IMM4		8	25	Compulsory	4	1 <sup>st</sup> & 2 <sup>nd</sup>	1 + 1
		Research Project 4	RPRJ4		8	30	Compulsory	4	2 <sup>nd</sup>	1 + 1
		Experiential Learning 4.2	EXL4		8	10	Compulsory	4	1 <sup>st</sup> & 2 <sup>nd</sup>	1 Summative
Total Credits: Semester 2					65					
Total Credits: Year 4					130					

\*2016 prices will be available later in the year and will likely increase between 6% - 10%  
DP = Due Performance

### How many subjects can I take each semester?

Minimum is one (1) subject per semester; this will ensure students remain academically active. The maximum number of subjects you can take in any one semester is dependent on the number of credits per subject. It is not recommended for students to take in excess of seventy (70) credits per semester. For the number of credits per subject see curriculum above.

### What do I require to Pass a Subject?

Students will need aggregate mark of fifty percent (50%) to pass a subject.

### How is the Overall Mark Calculated?

The aggregate (overall) mark will be calculated from the student's performance on formative and summative assessments.

## **What materials will I require to Study?**

Boston will provide timetables, subject outlines and textbooks or readers for each subject. Students are however required to purchase their own stationery/consumables as required.

## **Where do I complete my Assessments?**

All students must complete their assessments at the campus where they are registered.

## **Can I further my studies when I graduate?**

The qualification is registered at NQF (HEQSF) Level 8 and will provide for articulation options into NQF (HEQSF) Level 7, 8 and 9 qualifications. Graduates may proceed to Advanced Diplomas, Postgraduate Diplomas, Honour's degrees or Master's degrees in a variety of disciplines at public universities, private or foreign higher education institutions. In order to gain entry into these programmes students will have to meet the admission and selection criteria of the receiving institution.

## **Certification**

Upon successful completion of the qualification, students will receive the *Bachelor of Business Administration in Media Operations Management* (SAQA ID 90664), NQF (HEQSF) Level 8 (minimum credits 498) from Boston.

## **International Recognition**

This qualification is accredited by the Council on Higher Education (CHE), is registered on the NQF (HEQSF) by the South African Qualifications Authority (SAQA) and the institution is registered by the Department of Higher Education and Training as a Private Higher Education Institution (PHEI) to offer the qualification.

The DHET is a department of National Government, and both the CHE and SAQA are statutory bodies, as such these entities are recognised globally.

Therefore the qualifications/institutions that are accredited/licensed by them are accepted/recognised throughout the world by other government departments and by their respective agencies such as World Educational Services (WES) and other prominent authorities for purposes of equivalence/articulation i.e. employment/labour certification or further studies.

This is a *quid pro quo* arrangement amongst United Nations Member States; as the DHET, CHE and SAQA similarly recognises other nation/states' qualifications/institutions for equivalence/transferring to South Africa i.e. a United Kingdom or Zambian Bachelor's of Arts awarded by a public university or private degree granting college which is accredited/licensed in accordance with the United Kingdom or Zambian legislative and statutory requirements, will be equivalated/recognised as such in South Africa.

Similarly the *SADC Protocol on Education and Training*, which is a legal framework for regional cooperation, provides for the recognition of the equality of all Member States.

It must be noted that qualifications will be recognised and that curricula specific evaluations may lead to additional requirements for students to meet in order to gain entry into foreign programmes or professions, which is the prerogative of the receiving institution/body. For more information pertaining to direct international linkages/relationships visit the websites of the DHET, CHE, SAQA, CHEA and WES.

## **How do I Apply?**

Visit the Sandton campus and obtain the 'Application for Admission Form'. Complete the form and return it to the campus with all necessary supporting documentation.

### **When can I apply and how much are the Application Fees?**

Applications are open all year round. There are no application fees payable.

- **The closing date for applications for Semester 1 is at 17h00, 30<sup>th</sup> of January 2016.**
- **The closing date for applications for Semester 2 is at 17h00, 2<sup>nd</sup> of July 2016.**

### **What do I do if I am accepted?**

When you are accepted you will be required to register. In order to register you will need to complete the 'Registration Contract' and pay the registration fee and first instalment and deposit. Once you have paid and completed the Registration Contract you can return the contract and proof of payment to the campus where you wish to register.

- **The closing date for registrations for Semester 1 is at 17h00, 4<sup>th</sup> February 2016.**
- **The closing date for registrations for Semester 2 is at 17h00, 7<sup>th</sup> July 2016.**

### **About the Institution**

The Boston Media House (Pty) Ltd Reg. No. 2002/026252/07 (Boston) Bachelor of Business Administration in Media Operations Management is accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Boston is registered with the Department of Higher Education and Training (DHET), as a private higher education institution, No. 2008/HE07/007, until 31 December 2016, in terms of Section 54(1)(c) of the Higher Education Act, 1997 (Act No 101 of 1997), and Regulation 16(4)(a) of the Regulations for the Registration of Private Higher Education Institutions, 2002.

### **Disclaimer**

This Fact Sheet is accurate at the time of publication. Boston Media House (Pty) Ltd reserves the right to alter any of the content due to changes in regulations, market requirements and other reasons. Please note that meeting any of the admission requirements does not necessarily guarantee entry into the qualification. All applications will be evaluated on an individual basis and acceptance will depend on the decision of the Academic Committee at Head Office in Sandton.

### **Campus Details**

Sandton (Head Office): 137 Eleventh Street, Parkmore, Sandton

Tel: (0)11 883 0933

**Website: [www.boston.co.za](http://www.boston.co.za)**

**Email: [info@boston.co.za](mailto:info@boston.co.za)**