

# FACT SHEET

## Qualification

- Bachelor of Business Administration in Media Operations Management
- BBA (Media Operations Management)
- SAQA ID 90664, NQF (HEQSF) Level 8, minimum Credits 481
- This qualification is only offered at the Sandton (Jhb) campus.

## 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
- Advanced Diploma, NQF (HEQSF) Level 7 minimum Credits 120; or
- Bachelor's degree, NQF (HEQSF) Level 7 minimum Credits 360; or
- Equivalent qualification from a foreign higher education institution, see section on Foreign Applicants below.

## Admissions/Placement Test

All applicants meeting the minimum entry requirements may be required to complete an admissions test for placement and diagnostic purposes.

## 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 recognised higher education institutions to apply for credit transfers. Credit 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' or online.

### **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 responsibilities in a selected focus area in the domain of media communications within their chosen area of specialisation, 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 of the broader media environment, the use and application of media technology, and interactive related media disciplines in this dynamic industry. This qualification will enable graduates to assume job responsibilities such as:

- Account/Divisional Manager (Media Organisation).
- Station/Broadcast Manager (Audiovisual Media).
- Production Manager (Audio-Visual Media including Radio, Advertising, Television).
- Junior Editor (Print Media operation).
- Operations Manager (Media Organisation).
- Programme Coordinator (Audiovisual Media).
- Media Planner and Strategist.
- Media Project Manager.
- Executive or Senior Manager.
- Media Director.

### **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.

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

Students will need an overall mark of fifty percent (50%) to pass a module.

### How is the Overall Mark Calculated?

The overall mark will be calculated from the student's performance on formative and summative assessments. **What is the Curriculum?**

The Bachelor of Business Administration in Media Operations Management degree consists of four hundred and sixty two (462) compulsory credits and twenty (20) elective credits.

### What is the Curriculum?

See Curriculum below.

## Curriculum

	Modules	Codes	NQF Level	Credits	Compulsory or Elective	Year	Semester	Assessments: Formative Summative +
Year 1	Semester 1	MSWindows	MWD101	4	DP (4)	1	1 <sup>st</sup>	75% DP
		Media Skills 1	MSK100	5	20	1	1 <sup>st</sup>	2 + 1
		Business Management 1	HBMN1	5	16	1	1	2 + 1
		Advertising 1	MAV101	5	12	1	1 <sup>st</sup>	2 + 1
		Journalism 1	MJN101	5	12	1	1 <sup>st</sup>	2 + 1
		<b>Total Credits: Semester 1</b>				<b>60 (+4 DP)</b>		
Year 1	Semester 2	MSWord	MSW101	4	DP (4)	1	2 <sup>nd</sup>	75% DP
		MSExcel	MEX101	4	DP (4)	1	2 <sup>nd</sup>	75% DP
		Industrial Psychology 1	HIND1	5	12	1	2 <sup>nd</sup>	2 + 1
		Marketing 1	MMT101	5	12	1	2 <sup>nd</sup>	2 + 1
		Public Relations 1	MPR101	5	12	1	2 <sup>nd</sup>	2 + 1
		Radio 1	MRD101	5	12	1	2 <sup>nd</sup>	2 + 1
		Video 1	MVD101	5	12	1	2 <sup>nd</sup>	2 + 1
		<b>Total Credits: Semester 2</b>				<b>60 (+8 DP)</b>		
<b>Total Credits: Year 1</b>				<b>120</b>				
				<b>(+12DP)</b>				
Year 2	Semester 1	MSPowerPoint	MPP200	4	DP (4)	2	1 <sup>st</sup>	75% DP
		Economics 1.1	HECO1	5	8	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formative
		Financial Management 1.1	HFMN1	6	15	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formative
		Company Law 1	HCML1	5	8	2	1 <sup>st</sup>	2 + 1
		Business Management 2.1	HBMN2	6	16	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formative
		Industrial Psychology	HIND2	6	12	2	1st	2 + 1
		<b>Total Credits: Semester 1</b>				<b>59 (+4DP)</b>		
	Semester 2	Economics 1.2	HECO1	5	8	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 + 1
Financial Management 1.2		HFMN1	6	15	2	1 <sup>st</sup> & 2 <sup>nd</sup>	2 + 1	
Brand Management 1		HBRD1	5	8	2	2 <sup>nd</sup>	2 + 1	
Business Management 2.2		HBMN2	6	16	2	2	2 + 1	
Entrepreneurship 2		HENT2	6	12	2	2	2 + 1	
<b>Total Credits: Semester 2</b>					<b>59</b>			
<b>Total Credits: Year 2</b>				<b>118</b>				
				<b>(+4DP)</b>				
Year 3	Semester 1	Business Management 3.1	HBMN3	7	16	3	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formatives
		Project Management 2	HPRM2	6	12	3	1 <sup>st</sup>	2 + 1
		Media & Globalisation 3.1	BMGT701	7	12	3	1 <sup>st</sup> & 2 <sup>nd</sup>	2 Formatives
		Financial Management 2	HFMN2	6	10	3	1 <sup>st</sup>	2 + 1
				<b>48</b>				

	Modules	Codes	NQF Level	Credits	Compulsory or Elective	Year	Semester	Assessments: Formative Summative +
Semester 2	Business Management 3.2	HBMN3	7	16	Yes	3	1 <sup>st</sup> & 2 <sup>nd</sup>	2 + 1
	Media Law	MDL200	6	20	Yes	3	2 <sup>nd</sup>	2 + 1
	Media & Globalisation 3.2	BMGT701	7	12	Yes	3	1 <sup>st</sup> & 2 <sup>nd</sup>	2 + 1
				<b>48</b>				
	<b>Total Credits (Compulsory): Semester 1 &amp; 2</b>			<b>96</b>				
	<b>Elective subjects: Select any one (1)</b>							
	Advertising 2	MAV201	5	20	Yes	3	1 <sup>st</sup> & 2 <sup>nd</sup>	4 + 1
	Journalism 2	MJN201	5	20	Yes	3	1 <sup>st</sup> & 2 <sup>nd</sup>	4 + 1
	Public Relations 2	MPR201	5	20	Yes	3	1 <sup>st</sup> & 2 <sup>nd</sup>	4 + 1
	Marketing 2	MMT201	5	20	Yes	3	1 <sup>st</sup> & 2 <sup>nd</sup>	4 + 1
	<b>Total Credits (Elective): Semesters 1 &amp; 2</b>			<b>20</b>				
<b>Total Credits: Year 3</b>				<b>116</b>				
Semester 1	Financial Management 3	HFMN3	7	10	Yes	4	1 <sup>st</sup>	2 + 1
	Integrated Media Management 4.1	BMGT801	8	25	Yes	4	1 <sup>st</sup> & 2 <sup>nd</sup>	2
	Research Methods 4	BMGT810	8	20	Yes	4	1 <sup>st</sup>	2 + 1
	Experiential Learning 4.1	BMGT820	8	10	Yes	4	1 <sup>st</sup> & 2 <sup>nd</sup>	1
		<b>Total Credits: Semester 1</b>			<b>65</b>			
Semester 2	Integrated Media Management 4.2	BMGT802	8	25	Yes	4	1 <sup>st</sup> & 2 <sup>nd</sup>	2 + 1
	Research Project 4	BMGT811	8	30	Yes	4	2 <sup>nd</sup>	2 + 1
	Experiential Learning 4.2	BMGT821	8	10	Yes	4	1 <sup>st</sup> & 2 <sup>nd</sup>	1
		<b>Total Credits: Semester 2</b>			<b>65</b>			
<b>Total Credits: Year 4</b>				<b>130</b>				

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

Minimum is one (1) module per semester; this will ensure students remain academically active. The maximum number of modules you can take in any one semester is dependent on the number of credits per module. It is not recommended for students to take in excess of sixty-six (66) credits per semester. For the number of credits per module see curriculum above.

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

English is the language of communication, instruction and assessment at Boston.

#### What is the mode of delivery?

Contact learning.

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

Boston will provide timetables, notes (where required) & subject outlines for each subject. Students are however required to purchase the prescribed subject textbooks and their own stationery/consumables as required.

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

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

### **Who will provide me with Academic and Tuition Support?**

Boston Media House has appointed qualified and experienced lecturers to provide support to learners. Students can contact lecturers during their consultation times at the branch 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 any number of 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 a Bachelor of Business Administration in Media Operations Management (SAQA ID 90664), NQF (HEQSF) Level 8 (minimum Credits 481) from Boston.

### **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 2015.**
- **The closing date for applications for Semester 2 is at 17h00, 3<sup>rd</sup> of July 2015.**

### **How do I Apply?**

There are two options available for applications, for more information see Diagram overleaf.

#### Option 1:

Visit the following webpage <http://www.boston.co.za/degrees-2/hetapp/> . Complete the online 'Application for Admission Form' and upload all the necessary supporting documentation.

#### Option 2:

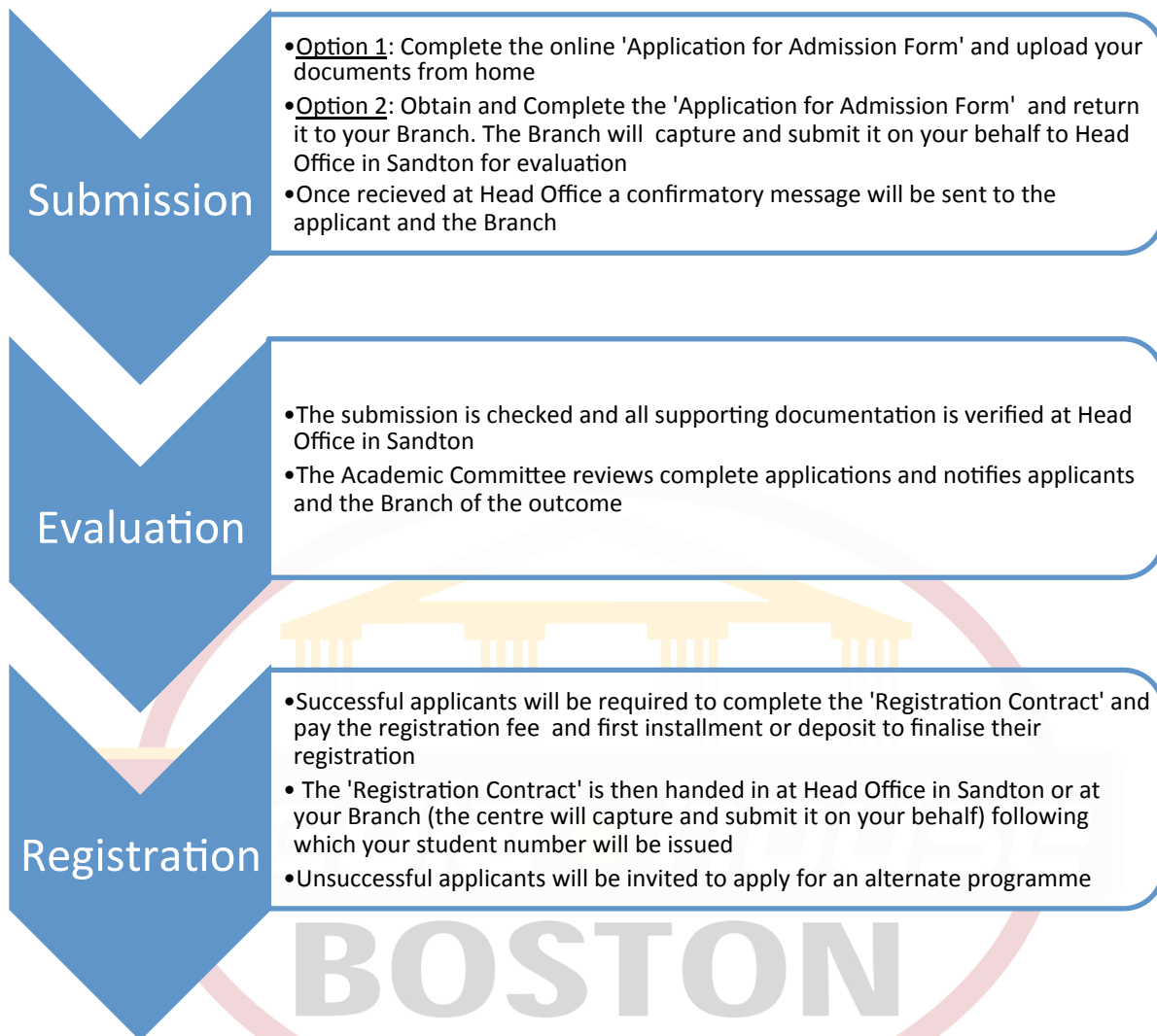
Visit a Branch and obtain the 'Application for Admission Form'. Complete the form and return it to the Branch with all necessary supporting documentation. The Branch will then capture and submit it online on your behalf to Head Office in Sandton for evaluation.

### **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 or deposit. Once you have paid and completed the Registration Contract you can return the contract and proof of payment to the Branch where you wish to register.

- **The closing date for registrations for Semester 1 is at 17h00, 4<sup>th</sup> February 2015.**
- **The closing date for registrations for Semester 2 is at 17h00, 10<sup>th</sup> July 2015.**

## Admissions Process



### 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 2014, 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.

### 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.

#### **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.

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

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

#### **Branch Details**

Sandton:

Arcadia:

Umhlanga\*:

**\*The institution has submitted an application to move the Umhlanga campus to Durban central. This move may occur during 2015 or 2016 and will result in the Umhlanga campus being closed.**

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