

2020 FACT SHEET



BACHELOR OF BUSINESS ADMINISTRATION IN MEDIA OPERATIONS MANAGEMENT

FIRST YEAR STUDENTS

ABOUT THE INSTITUTION

Boston Media House (Pty) Ltd Reg. No. 2002/026252/07 (Boston) 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 2023, in terms of Section 54(1)(c) of the Higher Education Act, 2016 (Act No. 09 of 2016), and Regulation 14(4)(a) of the Regulations for the Registration of Private Higher Education Institutions, 2016.

BRITISH ACCREDITATION COUNCIL (BAC) ACCREDITATION

Boston Media House is accredited by the British Accreditation Council for Independent Further and Higher Education as an Independent Higher Education Institution.

BAC was established by the UK's Department of Education and the British Council in 1984 to oversee independent further and higher education in the UK. They are a registered charity and a not for profit organisation. The BAC is a full member of the European Association for Quality Assurance in Higher Education (ENQA) and the International Network for Quality Assurance Agencies in Higher Education (INQAAHE) and externally assessed on their organisation's standards and processes.

Qualification

- **Bachelor of Business Administration in Media Operations Management**
- Qualification Code: BBAMOM²
- **BBA (Media Operations Management)**
- SAQA ID 90664, NQF (HEQSF) Level 8, Minimum Subject Credits 491 plus 5 Due Performance (DP) Credits at NQF Level 4



- The subjects of the programme are presented in various combinations of online lecturers (study anytime, anywhere – asynchronous) and lecturers at pre-determined times (synchronous) presented at the Sandton campus.
- Site of delivery: Sandton.

What is the Purpose of the Qualification?

The *Bachelor of Business Administration in Media Operations Management* aims to provide individuals who are working, or who may be 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. Additionally, candidates may 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 applications@USAF.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/>.

* Candidates having attained the age of 23 before or during the first year of registration with a Senior Certificate with a minimum of 40% in at least four higher grade subjects or 50% in at least four standard grade subjects.

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 Registrar.

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 Registrar.

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 Duration of Full-time 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. Part-time studies will take longer.

What is the Curriculum?

The *Bachelor of Business Administration in Media Operations Management* degree consists of four hundred and ninety-one (491) compulsory credits; and, five (5) due performance (DP) credits.

Curriculum – Year 1

Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2020 Fees
Compulsory	Academic Literacy	HADL132 – 1	Year	5	15	R 6 600.00
Compulsory	Advertising	HADV133 – 1	Semester	5	12	R 5 280.00
Compulsory	Brand Management	HBRM132 – 1	Semester	5	10	R 4 660.00
Compulsory	Business Management 1	HBMN132 – 1	Semester	5	15	R 6 990.00
Compulsory	Design Thinking	HDTH130 – 1	Semester	5	10	R 4 400.00
Compulsory	Digital Marketing	HDMR130 – 1	Semester	5	12	R 5 280.00
Compulsory	Economics	HECO132 – 1	Semester	5	15	R 6 990.00
Compulsory	Journalism	HJRN133 – 1	Semester	5	12	R 5 280.00
Compulsory	Public Relations	HPRL133 – 1	Semester	5	12	R 5 280.00
Compulsory	Computer Skills (MS Excel, MS PowerPoint, MS Windows, MS Word)	HMEX133 – 1 HMPP133 – 1 HMSW133 – 1 HMWD133 – 1	Semester Semester Semester Semester	4	DP (5)	R 2 200.00

Total Credits – Year 1: 113 +DP (5)

Curriculum – Year 2

Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2020 Fees
Compulsory	Business Management 2	HBRM232 – 1	Year	6	32	R 14 912.00
Compulsory	Company Law	HCLA232 – 1	Semester	6	12	R 5 592.00
Compulsory	Financial Management 1	HFNM232 – 1	Year	6	30	R 13 980.00
Compulsory	Media in a Digital Age	HMDA230 – 1	Semester	6	20	R 8 800.00
Compulsory	Media Law	HMDL233 – 1	Semester	6	12	R 5 280.00
Compulsory	Organisational Behaviour 1	HORB230 – 1	Semester	6	12	R 5 592.00
Compulsory	Project Management	HPMN232 – 1	Semester	6	12	R 5 592.00

Total Credits – Year 2: 130

Curriculum – Year 3

Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2020 Fees
Compulsory	Business Innovation	HBIN330 – 1	Year	7	20	R 9 320.00
Compulsory	Business Management 3*	HBMN332 – 1	Year	7	32	R 14 912.00
Compulsory	Financial Management 2	HFNM332 – 1	Semester	7	10	R 4 660.00
Compulsory	Organisational Behaviour 2	HORB330 – 1	Semester	7	12	R 5 592.00
Compulsory	Sociology of Media *	HSOM330 – 1	Year	7	24	R 11 184.00
Compulsory	Strategic Thinking & Practice	HSTP330 – 1	Year	7	20	R 9 320.00

* Students may not progress to any subject scheduled in level 4 (4th year) of the programme unless a pass mark has been achieved for Business Management 3 and Sociology of Media.

Total Credits – Year 3: 118

Curriculum – Year 4

Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2020 Fees
Compulsory	Experiential Learning	HEXL432 – 1	Year	8	20	R 9 320.00
Compulsory	Financial Management 3	HFNM332 – 1	Semester	7	10	R 4 660.00
Compulsory	Integrated Media Management	HIMM432 – 1	Year	8	50	R 23 300.0
Compulsory	Research Methods	HRMT432 – 1	Year	8	20	R 9 320.00
Compulsory	Research Project	HRPR432 – 1	Year	8	30	R 13 980.00

Total Credits – Year 4: 130

TOTAL CREDIT: 491 + 5 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.

- **The lectures for Semester 1 commence on the 17th of February 2020.**
- **The lectures for Semester 2 commence on the 6th of July 2020.**

What do I require to Pass a Subject?

Students will need an aggregate mark of fifty percent (50%) to pass a subject. The pass mark for the computer modules is 75%.

Students may not progress to any subjects scheduled in level 4 (4th year) of the programme unless a pass mark has been achieved for Business Management 3 and Sociology of Media 3.

How is the Overall Mark Calculated?

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

Where do I complete my Assessments?

All students must complete their assessments at the Sandton campus or alternatively where provided, inside the online platform.

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 Subject Credits 491, plus 5 Due Performance (DP) Credits at NQF Level 4) from Boston Media House.

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?

Applications for admission to study at Boston Media House are entirely online. Visit the website www.boston.co.za and follow the links provided. Complete the online 'Application for Admission Form' and upload all the 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 10th of February 2020.**
- **The closing date for applications for Semester 2 is 26th of June 2020.**

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 campus where you wish to register.

- **The closing date for registrations for Semester 1 is 14th of February 2020.**
- **The closing date for registrations for Semester 2 is 3rd of July 2020.**

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.

Campus Details

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

Tel: (0)11 883 0933

Website: www.boston.co.za

Email: info@boston.co.za