

2021 FACT SHEET



BACHELOR OF BUSINESS ADMINISTRATION IN MEDIA OPERATIONS MANAGEMENT

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
- 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:

- Diploma, NQF Level 5 (OQSF), minimum credits 240; or
- 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
- Equivalent qualification from a foreign higher education institution - see section on Foreign Applicants below.

Foreign Applicants

International students who want to enrol for Higher Education studies and 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 or <https://mbit-application.usaf.ac.za/assessment/>

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 5000 / 086 010 3188 / sagainfo@saqa.org.za or visit <http://www.saqa.org.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.

* 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)

Credit Accumulation and Transfer (CAT) refers to the arrangement whereby the diverse features of both credit accumulations and credit transfer are combined to facilitate lifelong learning and access to the workplace. The recognition of credits for the purposes of transfer from one qualification to another is determined by the nature of the qualifications, the relationship between them, the nature, complexity, and extent of the curricula associated with the specific subjects to be recognised for exemption and/or inclusion, and the nature of the assessment used. Any and all credits for an incomplete qualification may be recognised by the same or a different institution as meeting part of the requirements for a different qualification; or may be recognised by a different institution as meeting part of the requirements for the same qualification. A maximum of 50% of the credits of a completed qualification may be transferred to another qualification. Credits obtained from studies that do not lead to a full qualification (for example, non-degree studies) could count for credit accumulation.*

*CHE. 2016. Recognition of Prior Learning, Credit Accumulation and Transfer, and Assessment

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

Recognition of Prior Learning (RPL) refers to the principles and processes through which the prior knowledge and skills of a person are made visible, mediated and rigorously assessed and moderated for the purposes of alternative access and admission, recognition and certification, or further learning and development. RPL may be used to grant access to a qualification programme, or advanced placement / exemption from modules. Exemption from modules does not translate to credits awarded and are limited to no more than 50% of the modules. No more than 10% of a cohort of students in a higher education programme are admitted through RPL.*

* CHE. 2016. Recognition of Prior Learning, Credit Accumulation and Transfer, and Assessment.

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?

This programme is accredited in the contact mode of delivery, which is a mode of delivery characterised by face-to-face lectures with additional independent learning taking place in completing reading, projects and preparations for assessments. Note as per CHE Communiqué 20 November 2020: extension of the concession for programmes accredited in the contact mode of provision to continue the offering remotely/online via distance/blended modes of provision during 2021.

Teaching and Learning

Lectures consist of contact and/or online-mediated teaching and learning. Certain modules in the programme are presented in various combinations of online lectures (study anytime, anywhere – asynchronous) and lectures at pre-determined times (synchronous). Certain course material, notes and assessments will only be accessible online. Students are required to submit assessments online, and access the online teaching and learning contents for the specific online-mediated module/s via the Learning Management System (LMS), COLCampus. Students should have access to a computer and the internet. COLCampus is accessible online and/or at the campus. Students can access the internet in the library, and WiFi is available on campus. It is imperative that students regularly access the Learning Management System (LMS) for support, interaction with Academic Managers and lectures, and updates to schedules from administrators.

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. 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. For more information see Table overleaf.

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 first-year lectures for Semester 1 commence on the 15th of March 2021. The second, third and fourth-year lectures for Semester 1 commence on the 15th of February 2021.**
- **All lectures for Semester 2 commence on the 26th of July 2021.**

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.

DP = Due Performance

* Prescribed textbooks are included in the fees

Curriculum – Year 1						
Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2021 Fees*
Compulsory	Academic Literacy	HADL132_2	Semester	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	Semester	4	DP (5)	R 2 200.00
		HMPP133_1	Semester			
		HMSW133_1	Semester			
		HMWD133_1	Semester			
Total Credits – Year 1: 113 +DP (5)						

Curriculum – Year 2

Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2021 Fees*
Compulsory	Business Management 2	HBMN232_1	Year	6	32	R 12 222.00
Compulsory	Company Law	HCLA232_1	Semester	6	12	R 5 592.00
Compulsory	Financial Management 1	HFNM232_1	Year	6	30	R 11 457.00
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	2021 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	2021 Fees*
Compulsory	Experiential Learning	HEXL432_1	Year	8	20	R 9 320.00
Compulsory	Financial Management 3	HFNM432_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 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?

Assessments are submitted online on the Learner Management System, COLCampus; or students are required to complete their assessments at the campus where they are registered. Assessment submission instructions are published in the assessment brief.

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 (DHET) 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?

Apply only for admission to study at Boston Media House. Visit the website www.bostonmediahouse.ac.za and follow the links provided. Complete the online application 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 first-year applications for Semester 1 is 10th of March 2021.**
- **The closing date for first-year applications for Semester 2 is 21st of July 2021.**

What do I do if I am accepted?

When you are accepted, you will receive a registration link to register online. The registration process will require a number of documents from you to complete the registration. Please make sure you have the following available before starting the registration process.

Degrees, Diplomas and Higher Certificates

- If you are a new student wanting to register for a Higher Education qualification, you must have applied first and have your reference number for your accepted application. Please note that the acceptance must be a full acceptance and not a provisional acceptance.
- If you did not provide documents during your previous application, you will be prompted for them during this process. Incomplete or incorrect documents will result in your registration not being completed.

Finalising your registration

- To finalise your registration, you will be required to pay your deposit online.
- Please make sure you have the account payer's details, banking information and approval to proceed.
- If you elect not to pay instantly, the branch will contact you to arrange for your preferred payment method before your registration is finalised.

Email

- You must have a valid email address and mobile phone number. If you do not have an email address, you can sign up for one using [Google Gmail](#) or [Microsoft Outlook](#)
- **The closing date for first-year registrations for Semester 1 is 12th of March 2021.**
The closing date for second, third and fourth-year registrations for Semester 1 is 12th of February 2021.
- **The closing date for all registrations for Semester 2 is 23rd of July 2021.**

Applicable ONLY to students who initially enrolled between 2015 and 2019

DP = Due Performance
* Prescribed textbooks are included in the fees

Curriculum – Year 1								
Compulsory / Elective	Subject	Code	Status	2021 Codes	Semester / Year	NQF Level	Credits	2021 Fees*
Compulsory	Academic Literacy	ADL1	Repeat only		Semester	5	16	R 6 607.00
Compulsory	Advertising 1	ADV1	Repeat only		Semester	5	15	R 6 193.00
Compulsory	Business Management 1	BMN1	Discontinued - 2020	HBMN132_1	Semester	5	16	R 6 712.00
Compulsory	Computer Skills (MS Excel, MS Windows, MS Word)	MEX1 MSW1 MWD1	Discontinued - 2020	HMEX133_1 HMSW133_1 HMWD133_1	Semester Semester Semester	4	3.75 (DP)	R 1551.00
Compulsory	Industrial Psychology 1	IPSY1	Discontinued - 2020	HORB230_1	Semester	5	12	R 5 034.00
Compulsory	Journalism 1	JRN1	Repeat only		Semester	5	15	R 6 193.00
Compulsory	Marketing 1	MKT1	Repeat only		Semester	5	15	R 6 193.00
Compulsory	Professional Skills	PRFS1	Not offered in 2021 Repeat in 2022		Semester	5	20	
Compulsory	Public Relations 1	PR1	Repeat only		Semester	5	15	R 6 193.00
Total Credits – Year 1: 124 +3.75 DP								

Curriculum – Year 2

Compulsory / Elective	Subject	Code	Status	2021 Codes	Semester / Year	NQF Level	Credits	2021 Fees*
Compulsory	Brand Management	BRM1	Discontinued - 2020	HBRM132_1	Semester	5	8	R 3 359.00
Compulsory	Business Management 2	BMN2	Discontinued - 2020	HBMN132_1	Year	6	32	R 13 457.00
Compulsory	Computer Skills (MS PowerPoint)	MPP1	Discontinued - 2020	HMPP133_1	Semester	4	1.25 (DP)	R 517.00
Compulsory	Economics	ECO1	Repeat only		Year	5	16	R 6 716.00
Compulsory	Entrepreneurship	ENT2	Repeat only		Semester	6	20	R 8 945.00
Compulsory	Financial Management 1	FINM1	Discontinued - 2020	HFNM232_1	Year	6	30	R 12 596.00
Compulsory Choose 1 elective	Advertising 2	ADV2	Repeat only		Year	5	20	R 8 945.00
	Journalism 2	JRN2	Repeat only		Year	5	20	R 8 945.00
	Marketing 2	MKT2	Repeat only		Year	5	20	R 8 945.00
	Public Relations 2	PR2	Repeat only		Year	5	20	R 8 945.00

Total Credits – Year 2: 126 + 1.25 DP

Curriculum – Year 3

Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2021 Fees*
Compulsory	Business Management 3*	BMN3	Year	7	32	R 14 435.00
Compulsory	Company Law	CLA1	Semester	5	8	R 3 359.00
Compulsory	Financial Management 2	FINM2	Semester	6	10	R 4 204.00
Compulsory	Industrial Psychology 2	IPSY2	Semester	6	12	R 5 046.00
Compulsory	Media & Globalisation *	MDG3	Year	7	24	R 10 826.00
Compulsory	Media Law	MDL2	Semester	6	20	R 8 940.00
Compulsory	Project Management	PMN2	Semester	6	12	R 5 046.00

* 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 Media and Globalisation 3

Total Credits – Year 3: 118

Curriculum – Year 4

Compulsory / Elective	Subject	Code	Semester / Year	NQF Level	Credits	2021 Fees*
Compulsory	Experiential Learning	EXL4	Year	8	20	R 8 415.00
Compulsory	Financial Management 3	FINM3	Semester	7	10	R 4 207.00
Compulsory	Integrated Media Management	IMM4	Year	8	50	R 21 038.00
Compulsory	Research Methods	RMTH4	Year	8	20	R 8 415.00
Compulsory	Research Project	RPRJ4	Year	8	30	R 12 622.00

Total Credits – Year 4: 130

TOTAL CREDIT: 498 + 5 DUE PERFORMANCE

Disaster Management Act and Academic Services

Boston recognises the need to deploy whatever reasonable measures necessary to obviate any negative impact on academic provisioning that might attend the invocation of the Disaster Management Act (Act No. 57, 2002) and the consequent gazetting of regulations. While Boston will attempt to minimise disruption to academic services, this could result in changes to academic calendars, procedures, processes, services, etc., all of which will be communicated to students and relevant stakeholders.

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

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