



BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROSPECTUS



ACADEMIC QUALIFICATIONS OVERVIEW

PURPOSE OF THE BBA DEGREE

The purpose of the Bachelor of Business Administration (BBA) in Project and Supply Chain Management is to master the essentials of organisational value chain management in the prevailing fourth industrial revolution (Industry 4.0 or 4IR). These essentials include general management, business management, project management, programme management, and supply chain management. The BBA's distance learning structure allows for maximum flexibility in terms of when and where to study and is designed to meet the needs of working students. The BBA degree is accredited at NQF Level 7 (360 credits).

Momentous changes are occurring in the 4IR environment, and business administration is now more than ever a vibrant and extremely valuable field of study. In the Cranefield BBA programme, students are extensively trained in the 4IR general management functions of leading, creating, implementing and improving. Business management aspects covered include functional management aspects such as finance, operations, marketing, logistics, and human resources that support programme-managed supply chain and project portfolios leading to optimal organisational improvement and performance.

BBA graduates are equipped to be leaders in the 4IR economy but will also have gained a solid foundation for postgraduate studies, through which they could continue to achieve greater heights in terms of developing their expertise. Qualifying students who further their studies through Cranefield may next enrol for the Postgraduate Diploma in Programme Management (completed part-time in nine months) and thereafter for the Master of Commerce in Programme Management (completed part-time in two years, depending on module choices and personal progress). Exceptional students may later in their careers progress all the way to the Cranefield PhD in Commerce and Administration, which signifies the highest level of attainment.

YOU WILL LEARN TO

- Understand the respective responsibilities of leaders and managers operating in the functional and cross-functional processes of Fourth Industrial Revolution (4IR or Industry 4.0) organisations.
- Distinguish between functional and cross-functional processes of the 4IR organisational value chain.
- Apply project management planning and implementation knowledge to deliver innovative projects that are on budget, on time, and of the required quality.
- Understand the fundamentals of commercial and contract law in order to add value to corporate, business and operations strategy and risk management.
- Reflect on and optimally apply the 4IR management functions of leading, creating, implementing, and improving to achieve organisational performance.
- Grasp the important role played by functional departments in providing supportive resources to cross-functional supply chain and project portfolios of the 4IR organisational value chain.
- Understand how virtual networks of partners are utilised collaboratively to perform non-core activities in business processes of 4IR organisations.
- Distinguish between marketing and logistics and grasp the important relationship that exists between these functional organisational departments.
- Learn to master entrepreneurship and how to plan, implement, monitor and control the entrepreneurial project to ensure success.
- Apply supplier relationship management with the aim of effectively procuring goods and services required to deliver high-performance supply chain results.

ALL CRANEFIELD QUALIFICATIONS ARE ACCREDITED BY THE COUNCIL OF HIGHER EDUCATION.

OUR APPROACH TO TEACHING AND LEARNING

To furnish you with a solid theoretical and practical background, the academic programmes provide an introduction to basic and major areas of project and programme management. Included in our teaching are traditional and innovative learning approaches.

EMPHASIS IS ON LEARNING INSTEAD OF TEACHING:

- Students should prepare themselves thoroughly by studying the prescribed text and recommended reading material.
- Facilitates internalisation of information.
- Promotes meaningful participation in syndicates.
- Classes take the form of presentation and discussion, rather than conventional lectures.
- Both theoretical understanding and practical skills in application are promoted.
- Emphasis is on hands-on problem solving.



- Understand the profound importance of programme management in the effective and efficient leading and governing of cross-functional supply chain and project portfolios.
- Apply programme management and continuous improvement to cope with risk and complexity, and to enhance organisational value chain performance of 4IR organisations for maximum productivity.

APPLY WHAT YOU LEARN TODAY IN YOUR JOB TOMORROW

In the Industry 4.0 economy climate, employers prefer job-relevant education and training for improving the abilities of employees and for providing them with the necessary skills to apply what they learn today in their work context tomorrow. All academic programmes and modules are presented in English.

Note that live inter-active online classes are streamed globally via the Internet. Student syndicate groups meet outside of work hours to discuss their practical case studies. Cranefield's state of the art teaching and learning technologies allow classes, and even syndicate group meetings, to be attended live online via the Internet anywhere in the world. Recordings of classes are available for revision purposes, or where a student is unable to attend a live online session, or resides in a country that falls outside the timeline

To cater to the needs of working students, there are intakes in each quarter of the year so as to allow for flexibility in terms of being able to commence studies in January, April, July or October in any given year. Learning modules are offered in series, with one module at a time being completed per quarter.

LEARNING MODULES OUTLINE

The Bachelor of Business Administration (BBA) consists of nine (9) modules of 40 credits each.

The BBA may be commenced in any of the four quarters of the year, with one BBA module being completed per quarter. There are five live lectures per forty-credit module (09:00 till 12:00).

NQF level 7, with 360 credits:

The BBA consists of nine modules of 40 credits each.

Modules:

Module BB1: General Management NQF L5 (formerly BB2)

Module BB2: Entrepreneurship NQF L5 (formerly BB5)

Module BB3: Commercial Law of Contract NQF L5

Module BB4: Project Planning & Implementation Management NQF L6 (formerly BB1)

Module BB5: Business Management NQF L6 (formerly BB4)

Module BB6: Marketing & Logistics Management NQF L6

Module BB7: Project Management Strategy NQF L7

Module BB8: Programme-managing the Value Chain NQF L7

Module BB9: Modern Supply Chain Management NQF L7

Module BB10: Entrepreneurial Law NQF L6 (pending conversion Module for BBA)

Optional Business English Modules:

Module BE1: Business English (10 credits) (Optional)

Module BE2: Advanced Business English (15 credits) (Optional)

ACCREDITATION AND CERTIFICATION

Accreditation:

The Bachelor of Business Administration (BBA) is accredited by the Council on Higher Education at NQF level 7, with 360 credits (consisting of nine modules of 40 credits each). Moreover, the qualification is registered by the Department of Higher Education and Training.

Certification:

The two project management modules (BB1 and BB7) are fully aligned with the USA Project Management Institute's (PMI) PMBOK (Project Management Body of Knowledge) and is an ideal route towards gaining international certification as a PMP (Project Management Professional) and PgMP (Program Management Professional). The modules are also fully aligned with the International Project Management Association's 4-level certification. Moreover, the two modules are each validated by ECSA for 3 CPD points.

PROGRAMME AVAILABILITY

The BBA commences every quarter starting in January, April, July, or October. For details, please view the [Academic Calendar](#) (or click on "Academic Calendars" at the top of the HOME page on [Cranefield.ac.za](#)).

Learning modules are offered in series, and only one of the nine BBA modules is undertaken at a time per quarter. Note that all lectures are streamed live online globally via Cranefield's Virtual Learning Environment (VLE). The online system also caters for viewing recordings of all classes afterwards.

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LEARNING MODE

Cranefield College offers technology-enhanced distance learning. It entails the integration of self-study, live inter-active online classes, and recordings of classes online. Cranefield's learning mode is supported by its online Virtual Learning Environment (VLE).

For more details or module exit level outcomes

GET IN TOUCH

*ACADEMIC PROGRAMME FEES

BBA FEE:

R 198 000.00
(see Payment Options below) Pay full fee or R 4 500.00 registration fee and R 21, 500.00 per module.
**May be claimed back from your organisation's SETA (South Africa)*

REGISTRATION FEE:

R 4, 500.00

FEE PER MODULE:

R21, 500.00

ACADEMIC PROGRAMME FEE

CALCULATION:

$R\ 4\ 500.00 + (9 \times R\ 21, 500.00)$
 $R\ 193\ 500.00 = R\ 198\ 000.00$

PAYMENT OPTION 1:

Once-off payment in full (2025 calendar year) $R\ 4,500.00 + (9 \times R\ 21,500.00) = R\ 193\ 500.00$

PAYMENT OPTION 2:

Pay per module over 9 quarters $R\ 4,500.00 + (R\ 21, 500.00$ per module undertaken in 2025 calendar year) + (**marginally adjusted fee per module undertaken beyond the 2025 calendar year*)

CANCELLATION FEE

Contact Cranefield's Financial Co-ordinator.

MODULE REPEAT FEE

Contact Cranefield's Financial Co-ordinator. **May be claimed back from your organisation's SETA (South Africa)*

ACADEMIC PROGRAMME INFO

- **CLASSES PER MODULE**
- 5 live inter-active online classes:
09H00 – 12H00 RSA time
(Greenwich +2)
- **LIVE ONLINE ATTENDANCE**
Globally
- **ACADEMIC PROGRAMME START DATES**
See Website
- **REGISTRATION CLOSES**
7 days prior to starting dates
- **PROGRAMME DURATION**
9 months – 3 modules

CLASS ATTENDANCE REQUIREMENTS

All modules (live online):

- Although Cranefield operates on a distance learning mode, students are advised to attend the inter-active online classes streamed globally.
- Note that students can also view recordings of all lectures online in their own time.

Live lecture session times and frequency

Time:

09h00 - 12h00

Contact Days:

Five (5) live inter-active online lecture dates per module, spread evenly over the three months duration of each module. For dates see the ACADEMIC CALENDER.

ENTRANCE REQUIREMENTS

A Higher Certificate, or at least a Senior Certificate ('matric' or international equivalent), preferably coupled with some work experience. All relevant information and documentation must be submitted to the Registrar (Academic). The following aspects would be advantageous:

- Having been employed or active in the community since leaving secondary school.
- Have gained some experience in the workplace.

HOW TO APPLY

Complete the online application form and upload the required documents.

APPLY

Kindly note applications close 7 days prior to the starting date.

Should you experience any difficulties, kindly contact registrations@cranefield.ac.za or admin@cranefield.ac.za for assistance.



LIVE ONLINE DISTANCE LEARNING

Cranefield College offers technology-enhanced distance learning. It entails the integration of self-study, live inter-active online classes, and recordings of classes online. Cranefield's learning mode is supported by its online Virtual Learning Environment (VLE).

All lectures are streamed inter-actively live online globally via Cranefield's Virtual Learning Environment (VLE). The online system also caters for viewing recordings of all classes afterwards.

Cranefield uses its Blackboard Learning Management System as a platform for the inter-active live online classes, which enhances the entire process for lecturers and students.

- Students are able to see and ask questions from the lecturer.
- Remote students, including those in other countries, are able to attend live inter-active online classes via the Internet, or view recordings thereof.

CONTACT US:

Main Administration
(South Africa)

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email: admin@cranefield.ac.za

CLASS DATES:

Have a look at our Academic Calendar.

NEED MORE INFORMATION?

If you want to find out more about the Advanced Certificate in Project Management, have a look at our full Prospectus on our website.

WHERE CAN I FIND IT?

Go to 'about us' on our website and select Prospectus.

