



# Part-Time Qualification

## **Bachelor of Arts Honours in Communication The Independent Institute of Education (The IIE) (Contact Part-time)**

The IIE Bachelor of Arts Honours in Communication (Contact) will provide an articulation route for graduates holding a relevant Bachelor of Arts degree or equivalent qualification with Communication Science up to NQF level 7. In line with industry demand, this degree will equip students with deeper insight into and proficiency in some of the core fields in the communication discipline and guide them in applying such knowledge in a particular context.

Due to the fact that communication encompasses such a broad spectrum of themes in interdisciplinary areas, and since it plays a major role in many sectors such as government departments, businesses, healthcare, media institutions, information technology, non-governmental organisations and in private practice, it is essential to provide a qualification that enables students the opportunity to acquire advanced skills, competencies and knowledge in communication practice. Communication is fundamental on so many levels that it is vital to develop graduates who have mastered its mechanisms.

The command of communication mechanisms will enable graduates to become communication professionals who are equipped to deal with evolving challenges in global, cultural, political and business environments. Since communication is the driving force for innovation and progress, dynamic and professionally sound leadership skills need to be incorporated into the development of communication professionals who will apply these skills to the successful execution of corporate strategies. Communication studies also provides graduates with important personal insights into the world that can broaden their horizons and enhance skills development valuable to all employers such as team work, critical thinking, analysis and problem-solving skills, as well as strong writing and presentation skills. This communication qualification is also designed to enable students to pursue further personal and professional development, and to promote life-long learning.

The qualification thus builds on a broad knowledge base of communication that students would have acquired at undergraduate level, whilst consolidating and deepening students' insight and expertise in some of the core fields of the communication discipline; thereby, extending their knowledge of communication theory, strategic communication and leadership, contemporary communication practices, critical studies and research methodology, as applied to business contexts. The IIE Bachelor of Arts Honours in Communication degree will therefore produce qualified, competent communication professionals and leaders who are able to think critically, strategically and creatively and who are able to solve communication-related problems in business contexts in innovative ways.

Through the development of key communication-related skills and competencies, graduates will be prepared to take up positions in a variety of business and communication-related sectors. This qualification will further prepare graduates to continue their communication studies at NQF level 9 as a result of the strong emphasis placed on the development of advanced research skills.

### **What is this Degree's accreditation status?**

The IIE Bachelor of Arts Honours in Communication (Contact) degree is accredited by the Council on Higher Education (CHE) and is registered by the South African Qualifications Authority (SAQA) on the National Qualifications Framework (NQF) as a 120-credit qualification on level 8 (SAQA ID No. 98032).

### **Who is the Honours degree aimed at?**

This IIE BA Honours in Communication degree is aimed at graduate students who wish to study contact with an interest in furthering their knowledge in the communication field.

### **What entry requirements will I need to study this Honours degree?**

<p><b>Minimum Admission Requirements:</b> An appropriate Bachelor's Degree with an average of 60% in the final year; <b>OR</b> An appropriate Advanced Diploma, provided that a 360 credit Diploma or appropriate equivalent has been completed, with an average of 60% in the final year.</p>	<p><b>Bachelor of Arts Honours in Communication</b></p>	<p>Candidates must have completed Communication Science at NQF Level 7 and a foundation research module at the undergraduate level, preferably at NQF Level 7. Those who have not completed a foundation research module at undergraduate level will be required to do The IIE Introduction to Research SLP and need to be able to demonstrate an understanding of basic research before they can commence with their research report. Candidates are normally required to have a minimum final year average of 60% in the qualifications final-year (NQF L7) module. Those with a final year average of 55 - 59% will be admitted if they attained an average of 60% or higher for the designated cognate/core discipline modules at final-year (NQF L7) level</p>
<p><b>Senate Discretionary Admission</b></p>	<p><b>BA Honours in Communication: Recognition of Prior Learning (RPL)</b></p>	<p>Candidates who fall outside the above criteria, but who can demonstrate, to the satisfaction of The IIE that they have an appropriate, related qualification or work-based learning, which has taken the candidate to the equivalent of an NQF Level 7 Communication-related qualification, may be considered for admission into this programme through an RPL process.</p>

<b>Additional Notes</b>	Graduates of The IIE who do not meet the admissions requirements for admission to Honours can enrol for and repeat all or some of their NQF Level 7 modules in order to improve their marks so that they can meet the entry requirements for Honours. These graduate students will then receive an additional transcript after the completion of the repeat module(s), where the repeat module(s) will appear as a second iteration of the module(s) on the transcript. The marks from the second iteration can then be used for admission to Honours in the subsequent academic year. This option is only available to graduates from The IIE and does not apply to graduates from other HE institutions	
	International	A SAQA NQF L7 Evaluation Certificate in an appropriate field and meeting the additional admission requirements.

### **What is The Teaching and Learning Strategy of The IIE’s Varsity College, and how will it help prepare me for the 21st century working world?**

At The IIE’s Varsity College we are proud of and passionate about our shift away from the ‘traditional lecturing’ methodology to our blended-learning strategy – the VCBlend.

This blended-learning strategy extends learning beyond the confines of the classroom and creates opportunities for our students to work collaboratively, with peers and their educators, to construct their understanding of concepts. Student engagement is supported by the use of a learning management system (LMS) and the online learning materials that have been developed to underpin our teaching strategy.

Due to the VCBlend approach, you will be expected to spend time conducting your own research, study for assessments and work on assignments. To gain the most from the blended learning experience, VC’s Wireless classrooms and campuses, students are required to BYOT (Bring Your Own Technology) such as mobile devices, netbooks, laptops or tablets, etc. so as to develop the necessary academic and digital literacies over the course of this Honours degree.

This student-focused approach compels our students to be accountable for their learning while developing the critical skills they will need to thrive in the rapidly changing 21st century work environment.

As such, academic life for our students is dynamic, challenging and relevant.

### **How is this Honours degree structured at The IIE’s Varsity College?**

The IIE BA Honours in Communication is offered as an 18-month contact degree at The IIE in the part-time division.

The curriculum below is correct at the time of print. Please note that in line with academic practice, The IIE’s curriculum is reviewed annually, thus, changes may occur in module structure and sequence in order to ensure that the qualification remains relevant. However, the exit level outcomes of the programme do not change. Registered students receive an updated programme curriculum on an annual basis.

## What will I study in this Bachelor's degree?

<b>SEMESTER 1 2020</b>	<b>NQF LEVEL</b>	<b>CREDIT VALUE</b>	<b>MODULE PURPOSE</b>
<b>COMT8411p</b> Communication Theory	8	20	This module critically examines a range of key communication theories that frame the Communication Discipline and emphasises the symbiotic relationship between theory and research. Rigorous analysis of key communication theories leads students to a deeper understanding of the relevance of these approaches within varied contexts, thereby supporting the development of the critical reasoning skills essential for bridging the gap between theory and practice. Communication theories within this module are drawn from, but are not limited to, the socio-cultural, socio-psychological, semiotic and critical traditions.
<b>SOCL8411p</b> Strategic Organisational Communication and Leadership	8	20	The purpose of this module is for students to gain the knowledge required to be innovative and responsible communication professionals and leaders, able to apply ethical communication-related strategic decision-making within an organisational context. Principles of strategic thinking, communication strategy and ethics will be evaluated and applied to given organisational scenarios. Focus is placed on the skills necessary to not only effectively plan a communication strategy but also to reflect on communication practices within organisations and to propose innovative solutions to communication problems in business contexts.
<b>SEMESTER 2 2020</b>			
<b>CRST8412p</b> Critical Studies	8	20	The purpose of this module is to develop informed citizens who will engage critically, ethically and creatively with the world around them. Students will examine communication contexts including mass media, new media and popular culture to explore their social, political, economic and ethical impact on society. Emphasis is placed on the critical thinking and analytical skills required to analyse how communication industries not only reflect culture but also construct and reshape it. These skills will be developed through an in-depth grounding in critical theory and through the analysis of changing communication landscapes and their broader cultural implications.
<b>CCPR8412p</b> Contemporary Communication Practices	8	20	This module explores the transformative nature of the organisational communication environment and provides students with the knowledge and skills to produce innovative and effective communication content within an organisation. Contemporary communication practices are examined and applied in order to develop a broad range of skills that will enhance expertise in organisational communication.
<b>Semester 1 2021</b>			
<b>RESE8419p</b> Research	8	40	The purpose of this module is to develop students' essential research skills for both professional and academic contexts alongside the ability to present and defend research to an expert audience. Emphasis is placed on independent and critical thinking, analysis, research design and methods, as well as academic discourse. Students complete a self-directed research project of limited scope under supervision in the discipline of the degree.

## **What must I pass in order to graduate with this Bachelor's degree?**

In order to be awarded the Bachelor of Arts Honours in Communication degree, you must have achieved a minimum final year mark of fifty percent (50%) for each module of the programme.

## **How long do I have to complete this qualification?**

Students have a maximum of 3 years to complete this qualification.

## **With what qualification will I graduate?**

You will graduate with The IIE Bachelor of Arts Honours in Communication degree.

## **Career opportunities: what career areas can I pursue once I have completed this Honours degree?**

This degree is a perfect stepping stone to a diverse and exciting range of Communication-related career opportunities including but not limited to:

- Communication accounts administration
- Communication consulting
- Relationship management
- Research
- Communication management
- Media consulting
- Social media communication
- Internal Communication audits
- Lecturing

## **Would it be possible to obtain a further postgraduate qualification once I have completed The IIE BA Honours in Communication degree?**

The IIE Bachelor of Arts Honours in Communication degree is accredited by the Council on Higher Education (CHE) and is registered by the South African Qualifications Authority (SAQA) on the National Qualifications Framework (NQF) at level 8 - the same level as other equivalent Honours degrees at South African universities. The opportunity to apply for further study at other universities exists subject to meeting specific programme entrance requirements.

**Call your nearest IIE's Varsity College campus to discuss your career options with one of our Student Advisors.**

## **BA Honours in Communication 2020 V3 23 OCT 2019**

*Disclaimer: Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements or any other valid reason.*



## **British Accreditation Council**

The IIE is not only accredited in South Africa but its dedication to providing quality education also led to it being accredited by the British Accreditation Council (BAC) in 2014. The British Accreditation Council is an independent authority in the United Kingdom that accredits private providers globally, including Greece, Switzerland, Singapore, India, Mauritius and the United Arab Emirates. In 2017 The IIE had its accreditation status confirmed by the BAC as an Independent Higher Education Institution confirming our confidence in the international comparability of our standards.

“South African students need to know, when they select a private higher education institution, that the standards offered are equivalent to those of a public University. Our students get this from our extensive local accreditation and registration. The students also benefit from knowing that we meet international standards too. The IIE is accredited as an Independent Higher Education Institution by the British Accreditation Council. Locally and internationally we have demonstrated the quality of what we offer,” said Dr Coughlan, Director, The Independent Institute of Education.

The IIE’s Varsity College students can be confident that their IIE learning experience meets international best practice standards.