



# Your Qualification



## Bachelor of Arts in Corporate Communication The Independent Institute of Education (The IIE)

The Independent Institute of Education (IIE) Bachelor of Arts in Corporate Communication (BA Corp Comm or BACC) degree offers students a quality learning experience in the contemporary, interesting and stimulating communication field. Corporate communication is the key method employed by organisations to align their business strategies internally and externally to achieve business excellence. Corporate communication includes all the processes of facilitating information and knowledge exchanges with and between internal and key external stakeholders and individuals that have a direct relationship with the organisation. By providing you with a thorough grounding in the key disciplines of corporate communication, communication science, and business management, this degree will equip you with a solid theoretical knowledge backed with strong problem solving, critical thinking and strategic skills. These skills are all linked to communication at both an individual and societal level in a socially responsible and creative way.

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

The IIE Bachelor of Arts in Corporate Communication degree is accredited by the Council on Higher Education (CHE) and is registered with the South African Qualifications Authority (SAQA) on the National Qualifications Framework (NQF) as a minimum 360-credit qualification on level 7 (SAQA ID: 83847).



Varsity College is an educational brand of The Independent Institute of Education (Pty) Ltd which is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. no. 2007/HE07/002). Company registration number: 1987/004754/07.

## Who is the Bachelor's degree aimed at?

This degree will appeal to you if you are a creative thinker who enjoys social interaction and using communication as a key means to achieve goals. You will be interested in this degree if you find value in the building of strong strategic relationships, are outgoing and can invest in a team and goal orientated career. You will engage in research, planning and implementation of a variety of communication related activities in a range of corporate contexts.

If you are keen to use your skills within the business environment and you find the idea of being able to assist an organisation to look at new strategic ways to improve their communication with their stakeholders, so that they can reach their business objectives in an ethical and socially responsible manner, then this is the degree for you. Additionally corporate communication specialists are involved in helping organisations to improve their public image, solve communication issues, invest in their communities and plan corporate communication strategies.

## What entry requirements will I need to study this Bachelor's degree?

To be registered as a candidate you must have satisfied the admission requirements as set out below:

Minimum Admission Requirements		English	Notes
	NSC: Bachelor pass with	50%	
	NC(V): Bachelor pass with	50%	
	SC: Endorsement with	50%	
	SC(a): Bachelor pass with	50%	
	<b>International:</b> An USAf Exemption Certificate is required and meeting the minimum of 50% for English.		Please refer to the International Admissions spreadsheet for further admissions criteria.
	A cognate Higher Certificate OR cognate 240 credit Diploma OR an Advanced Certificate OR 360 credit Diploma may satisfy the minimum admission requirements to degree studies.		If discipline not cognate at least 20% of credits must be academic literacy or numeracy related.

<b>Alternate Admission</b> (Should English requirements not be met at NSC Grade 12, then entrance may be granted if the English requirement is met based on the Grade 11 final mark.)		<b>NSC</b>	<b>Notes</b>
	English	40-49%	If 50% min in final Grade 11 results was achieved.
<b>Senate Discretionary Admissions</b>			
<b>Mature Age Exemption</b>	<p>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 or standard grade subjects, at least three of which shall have been passed simultaneously and one of which shall be a recognised higher grade subject; <b>OR</b> Candidates must have attained the age of 45 before or during the first year of registration.</p> <p>An USAf Exemption Certificate is required.</p>		
<b>Senate Discretionary Mature Age Admission for students with a Senior Certificate with endorsement</b>	<p>Candidates 23 years and older at point of registration, with an endorsed Senior Certificate can be accepted on a senate discretionary mature age admission if they do not meet the additional admission requirements. Their academic progress will be tracked and reported at Senate. An USAf Exemption Certificate is not required.</p>		
<b>Recognition of Prior Learning (RPL)</b>	<p>Where candidates do not satisfy the formal admission requirements for this qualification, The IIE may consider an admission application in terms of the Credit Accumulation and Transfer, Recognition of Prior Learning and Qualification Completion Policy (IIE010).</p>		
<b>USAf approved cognate foundation programme</b>	<p>Candidates who have completed an USAf approved cognate foundation programme from a registered and accredited provider may be admitted. The additional English criteria falls away. An USAf Exemption Certificate is required - the Office of the Registrar will facilitate, on behalf of the student, an application for</p>		

	degree admission to USAf, once the student has provided proof of payment to USAf.
<b>Transfer students</b>	Candidates who have successfully completed at least 120 credits on the first year of a cognate degree may be admitted. However, if a student completed less than 120 credits, the admission criteria on the NSC or equivalent apply.
<b>OQSF qualifications</b>	Candidates with an OQSF Level 5 cognate qualification may be admitted, provided the OQSF qualification has at least 120 credits at NQF Level 5. An USAf Exemption Certificate is required - the Office of the Registrar will facilitate, on behalf of the student, an application for degree admission to USAf, once the student has provided proof of payment to USAf.
<b>General Education Development (GED) - An USA qualification developed by the American Council on Education (ACE)</b>	Candidates with a GED qualification may be admitted if they have an USAf Foreign Conditional Exemption Certificate as well as NBT: AQL results and have obtained a score of at least 51 for Academic Literacy (AL) and a score of at least 40 for Quantitative Literacy (QL).

Please note, requirements for entry to this qualification are correct at the time of printing, however, these may change. At the time of registration, please check that the entry requirements have not changed.

### **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?**

Our teaching and learning approach is based on active learning which enables us to focus on the skills you need to succeed in the New World. This way, the student is at the centre of learning. Academic life, we believe, should be as relevant and participative as possible – a dynamic, two-way exchange. This enables students to:

- Engage with subject material
- Build understanding
- Develop critical thinking and problem-solving skills for the 21st Century workforce.

This collaborative approach teaches you how to think, and to ask questions; the right questions. We call it New World Thinking.

Our active learning approach is structured as a blend between online and face-2-face lectures. This allows us to take learning beyond the confines of the lecture room. independent, self-directed learners. Our Learning Management System called VCLearn enables this blend and affords you a range of approaches to teaching and learning, and resources that are designed to promote self-organised learning and thought leadership.

### How is this Bachelor’s degree structured?

The IIE BACC degree is a three-year degree. The modules are delivered on a full-time basis with lectures being scheduled during the day from Monday to Friday.

The Blended Learning environment is such that it encourages and promotes independent study, research, and online engagement, both in and outside of the classroom. To this effect The IIE’s Varsity College supports this learning environment by promoting campus environments that will enable such learning, and by encouraging students to BYOT (Bring Your Own Technology) so as to develop the necessary academic and digital literacies over the duration of this qualification.

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

## BACHELOR OF ARTS IN CORPORATE COMMUNICATION

### Year 1

1 <sup>st</sup> Semester	NQF Level	Credit Value	2 <sup>nd</sup> Semester	NQF Level	Credit Value
<b>APCT5121</b> Applied Communication Techniques	5	15	<b>MACM5112</b> Marketing Communication	5	15
<b>BMNG5121</b> Business Management 1A	5	15	<b>BMNG5122</b> Business Management 1B	5	15
<b>COSC5121</b> Communication Science 1A: Interpersonal Communication	5	15	<b>COSC5132</b> Communication Science 1B: Intercultural Communication	5	15
<b>CCOM5121</b> Corporate Communication 1A	5	15	<b>CCOM5122</b> Corporate Communication 1B	5	15

**The following prerequisites apply:**

There are no prerequisites applicable for first year

**The following co-requisites apply:**

COSC5121 is a co-requisite for COSC5132

## Year 2

1 <sup>st</sup> Semester	NQF Level	Credit Value	2 <sup>nd</sup> Semester	NQF Level	Credit Value
<b>APCT6211</b> Applied Communication Techniques 2	6	15	<b>MEST6222</b> Media Studies 1	6	15
<b>BMNG6221</b> Business Management 2A	6	15	<b>BMNG6222</b> Business Management 2B	6	15
<b>COSC6231</b> Communication Science 2A: Organisational Communication	6	15	<b>COSC6222</b> Communication Science 2B: Persuasive Communication	6	15
<b>CCOM6221</b> Corporate Communication 2A	6	15	<b>CCOM6222</b> Corporate Communication 2B	6	15

**The following prerequisites apply:**

There are no prerequisites applicable for second year

**The following co-requisites apply:**

COSC5132 is a co-requisite for COSC6231  
CCOM5122 is a co-requisite for CCOM6221  
COSC6231 is a co-requisite for COSC6222  
CCOM6221 is a co-requisite for CCOM6222

## Year 3

1 <sup>st</sup> Semester	NQF Level	Credit Value	2 <sup>nd</sup> Semester	NQF Level	Credit Value
<b>APCT7311</b> Applied Communication Techniques 3	7	15	<b>MEST7322</b> Media Studies 2	7	15
<b>COSC7321</b> Communication Science 3A: Global Communication	7	15	<b>COSC7322</b> Communication Science 3B: Mass Communication	7	15
<b>CCOM7321</b> Corporate Communication 3A	7	15	<b>CCOM7322</b> Corporate Communication 3B	7	15
<b>INRS7321</b> Introduction to Research	7	15	<b>REPR7312</b> Research Practice	7	15

**The following prerequisites apply:**

There are no prerequisites applicable for third year

**The following co-requisites apply:**

COSC6222 is a co-requisite for COSC7321  
CCOM6222 is a co-requisite for CCOM7321  
COSC7321 is a co-requisite for COSC7322  
CCOM7321 is a co-requisite for CCOM7322  
MEST6222 is a co-requisite for MEST7322  
INRS7321 is a co-requisite for REPR7312

### **What about timetables?**

The IIE's full-time programmes are aimed at students wishing to dedicate themselves to full-time studies for the duration of their qualification. This means that students are expected to engage in additional learning activities and assessments outside of the scheduled lecture-time.

Students must understand that timetables remain subject to change throughout the year. Unfortunately, we cannot guarantee that timetable structures will remain the same during each year of your studies with us. In addition, where students are repeating modules, these modules may be offered in the evenings or on weekends. Students are required to attend lectures in order to remain up to date with the academic programme. Students who would like to pursue limited part-time employment opportunities outside of the academic programme must prioritise their studies and avoid committing to work schedules until after they have received their timetables and academic calendar from the institution.

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

In order to be awarded this qualification, you must have achieved a minimum final year mark of fifty percent (50%) for each module of the programme; and have met all the Work Integrated Learning requirements, where applicable.

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

Students have a maximum of 6 years to complete this qualification.

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

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

### **Career opportunities: what career areas can I pursue once I have completed The IIE Bachelor's degree?**

This degree will open up an attractive range of career options; this degree is a perfect stepping stone to a diverse and exciting range of career opportunities, such as:

- Corporate Communication
- Corporate Affairs
- Event Management
- Public Relations
- Digital and Social Media
- Internal and external communication strategist
- Media Liaison
- Crisis Communication

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

The IIE BACC degree is accredited by the Council on Higher Education (CHE) and is registered with the South African Qualifications Authority (SAQA) on the National Qualifications Framework (NQF) at level 7 - the same level as other equivalent undergraduate degrees at South African universities. The opportunity to apply for a postgraduate certificate/diploma or honours degree at any South African university exists subject to meeting specific programme entrance requirements.

It is important to remember that your academic results remain a key factor when applying for further studies

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

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*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 International 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 International 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.”

