



# IIE Bachelor of Arts

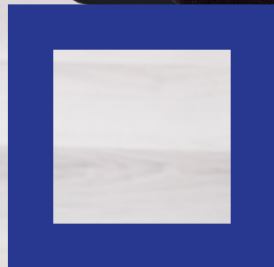
School of Humanities and  
Social Sciences

**DEGREE**

**CONTACT:  
FULL-TIME**

The IIE Bachelor of Arts (BA) degree is a broad-based Arts degree that focusses on 'the art of learning and critical thinking'. The IIE BA degree provides students with a choice of two of the following three core disciplines namely: English, Psychology and Communication Science.

The IIE Bachelor of Arts (BA) degree will qualify its graduates to work in a variety of sectors and organisations. Graduates will be equipped with advanced writing and verbal skills, conceptual and critical thinking skills, as well as general communication skills valued by all employers and needed in all organisations. Students completing any of the core disciplines (Psychology, Communication Science or English) to third year will also qualify to articulate into an Honours Degree, if they meet the entry requirements of such programmes.



## Career Opportunities

This degree will open up an attractive range of career options; this degree is an ideal stepping stone to a diverse and exciting range of business-related career opportunities that include:

### English and Communication Science Core Discipline:

- Authoring/Writing
- Script writing
- Subediting
- Programme coordination
- Scribing
- Programme coordination
- Relationship management
- Media consulting
- News consulting
- Proof reading
- Social media communication
- Journalism
- Communication accounts administration
- Communication consulting
- Research communication management
- Teaching (will require postgraduate study)

### English and Psychology Core Discipline:

- Authoring/Writing
- Script writing
- Subediting
- Editing
- Scribing
- Counselling (will require postgraduate study)
- Proof reading
- Social media communication
- Journalism
- Psychologist (will require extensive postgraduate study)
- Teaching (will require postgraduate study)

### Communication Science and Psychology Core Discipline:

- Journalism
- Relationship management
- Research communication management
- Social media management
- Communication consulting
- Communication accounts administration
- Media consulting
- Psychologist (will require extensive postgraduate study)
- Teaching (will require postgraduate study)
- Counselling (will require postgraduate study)

## Admission Requirements

Minimum Admission Requirements	NSC: Degree pass with	English 60%
	NC (V): Bachelor pass with	English 60%
	SC: Endorsement	English 60%
	SC(a): Bachelor pass with	English 60%
	International	An USAf Exemption Certificate with 60% or equivalent for English.  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.
Alternative Admission  (Should the English requirement 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)	English	NSC 50%-59% (If 60% min in final Grade 11 results was achieved.)

Should you have any other school leaving qualification not mentioned above, please contact a student advisor.

## Articulation Options

For the School of Humanities and Social Science the following qualifications allow you to articulate into the Bachelor of Arts should you meet the requirements:

Higher Certificate in Communication Practice

For alternative articulation options within our other schools please contact your campus for further information.

THE IIE IS ACCREDITED AS AN INDEPENDENT HIGHER EDUCATION INSTITUTION BY THE BRITISH ACCREDITATION COUNCIL.

Code	1st Year	NQF Level	Credit Value	Semester	English and Communication Science Core Discipline	English and Psychology Core Discipline	Communication Science and Psychology Core Discipline
ENGL5121	English 1A: Introduction to English Studies	5	15	1	Y	Y	Y
COSC5121	Communication Science 1A: Interpersonal Communication	5	15	1	Y	Y	Y
PSYC5121	Psychology 1A: Introduction to Psychology	5	15	1	Y	Y	Y
SOCI5121	Sociology 1A	5	15	1	Y	Y	Y
ENGL6122	English 1B: Introduction to English Studies	6	15	2	Y	Y	Y
COSC5132	Communication Science 1B: Intercultural Communication	5	15	2	Y	Y	Y
PSYC5122	Psychology 1B: Introduction to Psychology	5	15	2	Y	Y	Y
SOCI5122	Sociology 1B	5	15	2	Y	Y	Y
Code	2nd Year	NQF Level	Credit Value	Semester	English and Communication Science Core Discipline	English and Psychology Core Discipline	Communication Science and Psychology Core Discipline
ENGL6221	English 2A: South African Literature	6	15	3	Y	Y	
COSC6231	Communication Science 2A: Organisational Communication	6	15	3	Y		Y
JRNS6221	Journalism 1	6	15	3	Y	Y	Y
MELE6221	Media Law and Ethics	6	15	3	Y	Y	Y
PSYC6221	Psychology 2A: Social Psychology	6	15	3		Y	Y
ENGL6222	English 2B: Postcolonialism	6	15	4	Y	Y	
COSC6222	Communication Science 2B: Persuasive Communication	6	15	4	Y		Y
MEST6222	Media Studies 1	6	15	4	Y	Y	Y
NCTE6222	New Communication Technology	6	15	4	Y		
PSYC6222	Psychology 2B: Developmental Psychology	6	15	4		Y	Y
PSYC6224	Psychology 2C: Personality Psychology	6	15	4		Y	Y
Code	3rd Year	NQF Level	Credit Value	Semester	English and Communication Science Core Discipline	English and Psychology Core Discipline	Communication Science and Psychology Core Discipline
INRS7321	Introduction to Research	7	15	5	Y	Y	Y
ENGL7321	English 3A: Modernism	7	15	5	Y	Y	
JRNS7321	Journalism 2	7	15	5	Y		
COSC7321	Communication Science 3A: Global Communication	7	15	5	Y		Y
PSYC7321	Psychology 3A: Cognitive Psychology	7	15	5		Y	Y
PSYC7313	Psychology 3C: Community Psychology	7	15	5		Y	Y
REPR7312	Research Practice	7	15	6	Y	Y	Y
ENGL7322	English 3B: Postmodernism	7	15	6	Y	Y	
MEST7322	Media Studies 2	7	15	6	Y		
COSC7322	Communication Science 3B: Mass Communication	7	15	6	Y		Y
PSYC7322	Psychology 3B: Abnormal Psychology	7	15	6		Y	Y
PSYC7324	Psychology 3D: Research Psychology	7	15	6		Y	Y