Bachelor of Business
CRICOS Code 039579B
Duration 3 years full-time

Entry Requirements
>> Successful completion of the Australian Education VCE or equivalent
>> Required proficiency in English (IELTS): Academic Band score of IELTS 6.0 for all bands

Program Outline
The Bachelor of Business is a program for students intending to gain a strong background across the broad scope of the main business and organisation functional areas, and develop a strong strategic and entrepreneurial emphasis towards innovation and the development and growth of businesses. Aside from undertaking a general Bachelor of Business, students may elect to undertake a specialisation in Marketing.

This flexible degree structure allows up to one-third of the program to be selected from other degree programs, including management, marketing and human resource management as electives.

Career Opportunities
This program focuses on enterprise, competitiveness and integration. You will be prepared for roles in businesses that range from small start-up enterprises to large firms and for self-employment. On completion of this program, you will be prepared to work in a range of business settings, particularly where environments are dynamic and complex and industries highly competitive. This program would be a good choice for those aiming for self-employment or wishing to develop a career as a business analyst, consultant or strategic planner.

Program Requirements
Student workload in this program will normally be evenly spread across all semesters. Usually, this will involve four courses of 15 credit points per semester for full-time students. Contact hours for full-time students will normally be a maximum of 15 hours per week. The program is made up of a total of 24 courses which includes Foundation courses (9), Specialisation courses (8) and Elective courses (7). Foundation courses should be completed early in the program of study (i.e. by the end of the third semester). Specialisation and Elective courses can be undertaken throughout the program. To fulfil the academic requirements for the Bachelor of Business a student will complete an approved program of study comprising a minimum of 360 credit points of which at least 16 courses must be Foundation and Specialisation courses.

Foundation Courses (Students must complete all courses)
- Accounting and Business Decisions
- eBusiness Fundamentals
- Business Microeconomics
- Innovation in Society
- Fundamentals of Law
- Management Principles
- Introduction to Marketing
- Business Macroeconomics
- Principles of Responsible Business

In the Bachelor of Business degree students may choose to complete approved specialisations.

Elective Courses
In the Bachelor of Business degree, students may choose from a wide range of elective courses from any of the Federation University programs available at Academies Australasia Polytechnic including management, marketing, human resource management and business communication.

Assessment methods
Assignments, essays, class presentations, group work and exams

RPL and Credit Transfer
International students wishing to apply for RPL and Credit Transfer are required to provide syllabus of previous study undertaken at time of applying for a program. Not all programs offer RPL and Credit Transfer. Application for RPL and Credit Transfer are subject to the approval of the program coordinator of the respective Faculties.

Professional Recognition
Upon completion of the Bachelor of Business (Marketing), students may apply for membership of the Australian Institute of Management (AIM), the Australian Market and Social Research Society (AMSRS) and the Australian Marketing Institute (AMI).

Additional courses may be available or may change throughout the program

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