

Program Code

BBUS

Program Minimum Units

72

Standard Duration

3 Years

Program Faculty

Faculty of Professions

AQF Level

07

Academic Year

2022

These Program Rules should be read in conjunction with the University's policies (<http://www.adelaide.edu.au/policies>).

Overview

The Bachelor of Business is designed to provide students with a specialisation in Digital Marketing and Communication, International Business, or Management. Students have the opportunity to undertake an internship or work on an industry project, and take part in cultural experiences by participating in an overseas study tour.

The Bachelor of Business aims to provide students with:

- professional business skills, knowledge and analytical tools necessary to be the creators, transformers and leaders of sustainable and innovative enterprises;
- broad and coherent knowledge of contemporary business issues and skills, in a multi-disciplinary context;
- opportunities to engage in work integrated learning;
- the capability to demonstrate and apply their understanding of the principles, skills and knowledge of business-related disciplines.

The Bachelor of Business is an AQF Level 7 program with a standard full-time duration of 3 years.

Conditions**Condition of enrolment**

Interruption of program: Students must apply for permission from the Faculty before taking a Leave of Absence. Any extension of the leave without approval will result in the loss of place in the program but an application may be made to be re-admitted to the program subject to the admission procedures in place at the time.

Academic Program Rules for Bachelor of Business (BBus)

There shall be a Bachelor of Business (BBus).

Qualification Requirements Academic Program

To qualify for the degree of Bachelor of Business, the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 72 units, comprising:

1. Level I courses not exceeding 30 units
2. Core courses to the value of 12 units
3. A major
4. Capstone course to the value of at least 3 units
5. Broadening Electives to the value of 9 units.

Majors may be chosen from:

- Digital Marketing & Communication
- International Business
- Management
- Digital Marketing & Communication and International Business
- Digital Marketing & Communication and Management
- International Business and Management

Core

All of the following courses must be completed:

- ECON 1008 [Data Analytics I](#) (3 units)
ENTREP 1000 [Business Lifecycles](#) (3 units)
ENTREP 1002 [Personal Professional Development](#) (3 units)
ENTREP 1011 [Entrepreneurship Foundations and Mindset](#) (3 units)

Capstone

To satisfy the requirements for Capstone students must complete courses to the value of 3 units.

Capstone

Courses to the value of at least 3 units from the following:

- PROF 3500 [Undergraduate Professions Internship](#) (3 units)
PROF 3501 [Undergraduate Professions Internship OS](#) (3 units)
PROF 3505 [Undergraduate Professions Virtual Internship](#) (3 units)
PROF 3510 [Industry Project](#) (3 units)
ENTREP 3900 [eChallenge](#) (3 units)
ENTREP 3901 [Tech eChallenge](#) (3 units)
ENTREP 3902 [Project Abroad UG](#) (6 units)

Management

All of the following courses must be completed:

- COMMGMGT 1001 [Managing Organisations and People](#) (3 units)
COMMGMGT 2500 [Organisational Behaviour](#) (3 units)
COMMGMGT 2511 [Business Operations Management](#) (3 units)
COMMGMGT 2512 [Business Information Systems and Management](#) (3 units)
COMMGMGT 3501 [Strategic Management](#) (3 units)
COMMGMGT 3502 [Human Resource Management](#) (3 units)
COMMLAW 2503 [Company and Business Law](#) (3 units)
MARKETNG 1001 [Introduction to Marketing](#) (3 units)

and

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ACCTING 1002 [Introductory Accounting](#) (3 units)

or

ACCTING 1004 [Accounting Foundations](#) (3 units)

and

Courses to the value of up to 6 units may be taken from the following:

COMMGMT 3500 [Managing Across Cultures](#) (3 units)

COMMGMT 3506 [Managing Conflict and Change](#) (3 units)

COMMGMT 3508 [Systems Thinking for a Complex World](#) (3 units)

International Business

All of the following courses must be completed:

COMMGMT 1001 [Managing Organisations and People](#) (3 units)

COMMGMT 3500 [Managing Across Cultures](#) (3 units)

COMMGMT 3508 [Systems Thinking for a Complex World](#) (3 units)

COMMLAW 2502 [Legal Aspects of International Business](#) (3 units)

COMMLAW 2503 [Company and Business Law](#) (3 units)

INTBUS 1000 [International Business Environment](#) (3 units)

INTBUS 2001 [International Business Operations](#) (3 units)

INTBUS 3002 [Internationalisation of Small and Medium-sized Enterprises](#) (3 units)

MARKETNG 1001 [Introduction to Marketing](#) (3 units)

INTBUS 3501 [Corporate Responsibility for Global Business](#) (3 units)

and

ACCTING 1002 [Introductory Accounting](#) (3 units)

or

ACCTING 1004 [Accounting Foundations](#) (3 units)

and

Courses to the value of at least 3 units from the following:

ASIA 1103 [Asia and the World](#) (3 units)

DEVT 1001 [Introduction to International Development](#) (3 units)

ECON 1002 [Australia in the Global Economy I](#) (3 units)

ECON 1009 [International Financial Institutions and Markets I](#) (3 units)

MARKETNG 3501 [Marketing to the World](#) (3 units)

POLIS 1102 [Introduction to Global Politics](#) (3 units)

Digital Marketing and Communication

All of the following courses must be completed:

COMMLAW 2503 [Company and Business Law](#) (3 units)

MARKETNG 1001 [Introduction to Marketing](#) (3 units)

MARKETNG 2001 [Digital Media in Business](#) (3 units)

MARKETNG 2501 [Consumer Behaviour](#) (3 units)

MARKETNG 2506 [Building & Managing Brands](#) (3 units)

MARKETNG 3005 [Marketing Communications in a Digital World](#) (3 units)

MARKETNG 3007 [Content Creation and Management](#) (3 units)

MARKETNG 3008 [Data Driven Customer Engagement](#) (3 units)

MDIA 3341 [Advanced Digital Promotion](#) (3 units)

Digital Marketing and Communication and International Business

All of the following courses must be completed:

INTBUS 1000 [International Business Environment](#) (3 units)

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INTBUS 2001 [International Business Operations](#) (3 units)
INTBUS 3002 [Internationalisation of Small and Medium-sized Enterprises](#) (3 units)
COMMGMT 1001 [Managing Organisations and People](#) (3 units)
COMMGMT 3500 [Managing Across Cultures](#) (3 units)
COMMGMT 3508 [Systems Thinking for a Complex World](#) (3 units)
COMMLAW 2502 [Legal Aspects of International Business](#) (3 units)
COMMLAW 2503 [Company and Business Law](#) (3 units)
MARKETNG 1001 [Introduction to Marketing](#) (3 units)
MARKETNG 2001 [Digital Media in Business](#) (3 units)
MARKETNG 2501 [Consumer Behaviour](#) (3 units)
MARKETNG 2506 [Building & Managing Brands](#) (3 units)
MARKETNG 3005 [Marketing Communications in a Digital World](#) (3 units)
MARKETNG 3007 [Content Creation and Management](#) (3 units)
MARKETNG 3008 [Data Driven Customer Engagement](#) (3 units)
MDIA 3341 [Advanced Digital Promotion](#) (3 units)
INTBUS 3501 [Corporate Responsibility for Global Business](#) (3 units)

and

ACCTING 1002 [Introductory Accounting](#) (3 units)

or

ACCTING 1004 [Accounting Foundations](#) (3 units)

and

Courses to the value of at least 3 units from the following:

ASIA 1103 [Asia and the World](#) (3 units)
DEVT 1001 [Introduction to International Development](#) (3 units)
ECON 1002 [Australia in the Global Economy I](#) (3 units)
ECON 1009 [International Financial Institutions and Markets I](#) (3 units)
ECON 3506 [International Trade III](#) (3 units)
MARKETNG 3501 [Marketing to the World](#) (3 units)
POLIS 1102 [Introduction to Global Politics](#) (3 units)

Digital Marketing and Communication and Management

To satisfy the requirements for Digital Marketing and Communication and Management students must complete courses to the value of 54 units.

COMMGMT 1001 [Managing Organisations and People](#) (3 units)
COMMGMT 2500 [Organisational Behaviour](#) (3 units)
COMMGMT 2511 [Business Operations Management](#) (3 units)
COMMGMT 2512 [Business Information Systems and Management](#) (3 units)
COMMGMT 3501 [Strategic Management](#) (3 units)
COMMGMT 3502 [Human Resource Management](#) (3 units)
COMMLAW 2503 [Company and Business Law](#) (3 units)
MARKETNG 1001 [Introduction to Marketing](#) (3 units)
MARKETNG 2501 [Consumer Behaviour](#) (3 units)
MARKETNG 2506 [Building & Managing Brands](#) (3 units)
MARKETNG 2001 [Digital Media in Business](#) (3 units)
MARKETNG 3005 [Marketing Communications in a Digital World](#) (3 units)
MARKETNG 3007 [Content Creation and Management](#) (3 units)
MARKETNG 3008 [Data Driven Customer Engagement](#) (3 units)
MDIA 3341 [Advanced Digital Promotion](#) (3 units)

and

ACCTING 1002 [Introductory Accounting](#) (3 units)

or

ACCTING 1004 [Accounting Foundations](#) (3 units)

and

Courses to the value of 6 units from the following:

- COMMGMT 3500 [Managing Across Cultures](#) (3 units)
- COMMGMT 3506 [Managing Conflict and Change](#) (3 units)
- COMMGMT 3508 [Systems Thinking for a Complex World](#) (3 units)

International Business and Management

All of the following courses must be completed:

- COMMGMT 1001 [Managing Organisations and People](#) (3 units)
- COMMGMT 2500 [Organisational Behaviour](#) (3 units)
- COMMGMT 2511 [Business Operations Management](#) (3 units)
- COMMGMT 2512 [Business Information Systems and Management](#) (3 units)
- COMMGMT 3500 [Managing Across Cultures](#) (3 units)
- COMMGMT 3501 [Strategic Management](#) (3 units)
- COMMGMT 3502 [Human Resource Management](#) (3 units)
- COMMGMT 3506 [Managing Conflict and Change](#) (3 units)
- COMMGMT 3508 [Systems Thinking for a Complex World](#) (3 units)
- COMMLAW 2502 [Legal Aspects of International Business](#) (3 units)
- COMMLAW 2503 [Company and Business Law](#) (3 units)
- INTBUS 1000 [International Business Environment](#) (3 units)
- INTBUS 2001 [International Business Operations](#) (3 units)
- INTBUS 3002 [Internationalisation of Small and Medium-sized Enterprises](#) (3 units)
- MARKETNG 1001 [Introduction to Marketing](#) (3 units)
- INTBUS 3501 [Corporate Responsibility for Global Business](#) (3 units)

and

- ACCTING 1002 [Introductory Accounting](#) (3 units)

or

- ACCTING 1004 [Accounting Foundations](#) (3 units)

and

Courses to the value of 3 units from the following:

- ASIA 1103 [Asia and the World](#) (3 units)
- DEVT 1001 [Introduction to International Development](#) (3 units)
- ECON 1002 [Australia in the Global Economy I](#) (3 units)
- ECON 1009 [International Financial Institutions and Markets I](#) (3 units)
- ECON 3506 [International Trade III](#) (3 units)
- MARKETNG 3501 [Marketing to the World](#) (3 units)
- POLIS 1102 [Introduction to Global Politics](#) (3 units)

Electives

Students may include electives from any Undergraduate courses offered by the University that are available to the students. All students must include 9 units of Broadening Electives except for students completing a double major in Digital Marketing & Communications and International Business, Digital Marketing & Communications and Management, or International Business and Management.

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