



## **Course information for**

Bachelor of Business

Associate Degree of Business

Diploma of Business

## **Course Number**

HE20514 - Bachelor of Business

HE20513 - Associate Degree of Business

HE20512 - Diploma of Business

## **Locations**

Granville

St Leonards

Ultimo

**Go higher**

## Course Design

The Bachelor of Business is a three-year generalist business qualification that will prepare graduates for work as a business professional in enterprises across a range of industries and national and international contexts. In addition, the design of the Associate Degree and the Diploma of Business will prepare students for a different level of business professional engagement across the same range industries and national and international contexts.

Knowledge and skills gained through study of the Bachelor of Business, Associate Degree and Diploma will facilitate graduate mobility, providing a broad understanding of Australian and international trends in management, finance, people management, technology information systems and marketing elements of an integrated business strategy that is transferable to the majority of industry contexts.

A Diploma of Business is available and requires the completion of all eight Level 100 subjects. An Associate Degree of Business is also available with the completion of eight Level 100 subjects and eight Level 200 subjects.

## Course Learning Outcomes

### **Graduates of the Bachelor of Business will:**

- Operate professionally using extensive and well-founded knowledge of the business discipline, possess the cognitive capabilities for ongoing professional development and be able to apply their learning across contexts.
- Synthesise complex theoretical and professional knowledge and utilise a range of cognitive skills to formulate viable and ethical business management strategies, taking into account the demands of commercial and environmental sustainability.
- Maintain on-going professional development and life-long learning of the foundations of sustainable business practice, allowing for their transferability across diverse contexts.

### **Graduates of the Associate Degree of Business will:**

- Apply broad technical knowledge in communications, financial, legal, management, marketing and organisational aspects of business operation.
- Apply cognitive skills to identify, analyse and evaluate business information and concepts from a range of sources.
- Ethically and efficiently, with initiative and judgement in planning, problem-solving and decision making, in accordance with principles of business viability and sustainability.

### **Graduates of the Diploma of Business will:**

- Have a broad technical and theoretical knowledge of business communication methods and technologies; and economic, marketing and business processes and systems, with the ability to support fundamental business functions and operations.
- Apply cognitive and communication skills to identify business needs and issues; analyse a course of action, synthesise and act on information from a range of sources.
- Have the ability to transfer and apply theoretical business concepts and/or applied technical and/or creative skills in a range of predictable and unpredictable situations.

# Bachelor of Business Course Structure

The structure below is the typical study pattern for a full time student. Elective choice and study pattern is determined by the campus. All subjects are worth 10 credit points (CP).

## Year 1- Level 100: Foundation Knowledge and Skills

<b>Semester 1</b>	<b>Complete all subjects</b>
ACBUS102A	Management Fundamentals (10CP)
ACBUS103A	Foundations of Accounting (10CP)
BUMAN101A	Business Communication (10CP)
BUMAN102A	Business Technology and Information Systems (10CP)

<b>Semester 2</b>	<b>Complete all subjects</b>
ACBUS106A	Marketing Fundamentals (10CP)
ACBUS108A	Applied Economics (10CP)
BUMAN103A	Business Law (10CP)
BUMAN104A	Organisational Behaviour (10CP)

80 credit points required to complete Diploma of Business

## Year 2 - Level 200: Application and Development

<b>Semester 1</b>	<b>Complete all subjects</b>
BUMAN201A	Business Maths and Statistics (10CP)
BUMAN202A	Project Management (10CP)
BUMAR201A	Business Research Methods (10CP)
BUMAR202A	Buyer Behaviour (10CP)

<b>Semester 2</b>	<b>Complete 3 Core plus 1 elective</b>
BUFIN202A	Financial Decision Making (10CP)
BUFIN203A	International Business and Economies (10CP)
BUMAN203A	Human Resources Management (10CP)

### *Plus 1 elective selected from the following:*

ACBUS201A	Commercial Law I (10CP)
BUFIN204A	Australian and International Business Protocols (10CP)
BUMAN204A	Business Relationship Management (10CP)
BUMAR203A	Marketing Communication Management (10CP)
Other TAFE NSW subject at Level 200 (Open Elective) (10CP)	

160 credit points required to complete Associate Degree of Business

## Year 3 - Level 300: SYNTHESIS

<b>Semester 1</b>	<b>Complete 2 core plus 2 electives</b>
BUMAN301A	Strategic Management (10CP)
BUMAN302A	Organisational Leadership (10CP)

### *Plus 2 electives selected from the following:*

ACBUS202A	Commercial Law II (10CP)
BUMAN306A	Contemporary Employment Issues (10CP)
BUMAR301A	Business to Business Marketing (10CP)
BUMAR302A	Sales Management (10CP)
BUMAR303A	Digital and Data Analytics (10CP)
Other TAFE NSW subject at Level 300 (Open Elective) (10CP)	

<b>Semester 2</b>	<b>Complete 4 core subjects</b>
BUMAN304A	Business Ethics, Governance and Sustainability (10CP)
BUMAN305A	Driving Change and Developing Organisations (10CP)
BUMAN303A	Entrepreneurship and New Business Creation (10CP)
ACBUS302A	Internship

240 credit points required to complete Bachelor of Business

## Overview of subject requirements

The information on the following pages provides an overview and an indicative assessment schedule for each subject in the course. It is provided for information purposes only. The Subject Guide distributed to enrolled students will detail full learning and assessment requirements for each subject.

### **SUBJECT: Management Fundamentals**

**CODE:** ACBUS102A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### **Subject overview**

Students will gain a thorough understanding of the management functions associated with organising, leading, planning and controlling and how they are integrated into a variety of different organisational contexts.

#### **Indicative assessment schedule**

Quiz	10%
Essay	15%
Business report	25%
Examination	50%

### **SUBJECT: Foundations of Accounting**

**CODE:** ACBUS103A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### **Subject overview**

In this subject students are introduced to accounting and the business environment in which accountants operate. Students develop the skills to apply principles and practices relating to accounting activities in a variety of business entities, analyse the Australian reporting environment and how it impacts on the preparation of basic financial statements.

#### **Indicative assessment schedule**

Tutorial Portfolio	20%
Case Study	30%
Examination	50%

### **SUBJECT: Marketing Fundamentals**

**CODE:** ACBUS106A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### **Subject overview**

Students will gain a thorough understanding of the marketing function and how it relates to different environmental contexts, they will be able to plan and evaluate marketing research, devise and fine tune a product to meet specific customer needs and understand the customer decision making process together with other relevant consumer behaviour factors and how these relate to the marketing effort.

#### **Indicative assessment schedule**

Quiz	10%
Business report	15%
Team marketing plan	10%
Group written marketing plan	25%
Examination	40%

### **SUBJECT: Applied Economics**

**CODE:** ACBUS108A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### **Subject overview**

The objectives of this subject are to equip future accountants, financial planners and business people with an understanding of domestic and international economies, key economic indicators, government policies and issues and to aid in the business decision making process.

#### **Indicative assessment schedule**

Quiz	5%
Essay	25%
Personal learning journal	20%
Examination	50%

### **SUBJECT: Business Communication**

**CODE:** BUMAN101A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### **Subject overview**

Students will acquire, consolidate and extend verbal, written and image based communication skills in the context of working within a business environment.

#### **Indicative assessment schedule**

Essay	10%
Report	30%
Presentation	20%
Examination	40%

**SUBJECT: Business Technology and Information Systems****CODE: BUMAN102A      CREDIT POINTS: 10      CONTACT HRS: 4 hpw      PREREQUISITES: Nil****Subject overview**

This subject introduces students to information systems used by small through to large businesses. Students will identify the physical technologies required by different sizes of business including computer hardware, basic networking, communication devices and physical security measures. Students will define the information needs of a range of business types and sizes to determine software information requirements and to select appropriate tools and platforms.

**Indicative assessment schedule**

Project and report	20%
Team project and presentation	40%
Portfolio of exercises	40%

**SUBJECT: Business Law****CODE: BUMAN103A      CREDIT POINTS: 10      CONTACT HRS: 4 hpw      PREREQUISITES: Nil****Subject overview**

In this subject students are presented with an opportunity to analyse the legal framework in which business structures operate in Australia and, gain an understanding of the legal significance of contract law and consumer law for good business practice.

**Indicative assessment schedule**

Assignment	10%
Test	40%
Examination	50%

**SUBJECT: Organisational Behaviour****CODE: BUMAN104A      CREDIT POINTS: 10      CONTACT HRS: 4 hpw      PREREQUISITES: Nil****Subject overview**

The focus of this subject is an examination of the aspects of organisational behaviour that are relevant to managers in Australian and global organisations.

**Indicative assessment schedule**

Essay	10%
Case Study	40%
Examination	50%

**SUBJECT: Financial Decision Making****CODE: BUFIN202A      CREDIT POINTS: 10      CONTACT HRS: 4 hpw      PREREQUISITES: ACBUS103A****Subject overview**

On successful completion of this subject, student will be able to explain and distinguish between the types of accounting information needed to inform decision making within a business.

**Indicative assessment schedule**

Assignment	10%
Assignment	20%
Assignment	20%
Examination	50%

**SUBJECT: International Business and Economies****CODE: BUFIN203A      CREDIT POINTS: 10      CONTACT HRS: 4 hpw      PREREQUISITES: ACBUS108A****Subject overview**

Operating in an international environment is no longer the sole domain of large-scale corporate conglomerates, but increasingly involves small to mid-sized enterprises. This subject provide sound knowledge of various economic and managerial forces that drive business globalization and will introduce students to the various challenges inherent in managing international business processes.

**Indicative assessment schedule**

Case study	10%
Test	20%
Case study	20%
Examination	50%

**SUBJECT: Australian and International Business Protocols****CODE: BUFIN204A      CREDIT POINTS: 10      CONTACT HRS: 4 hpw      PREREQUISITES: ACBUS102A****Subject overview**

This subject aims to raise awareness of globalisation and its impact on Australian businesses in both government and non-government sectors. It commences with a brief exploration of some global trends, for example outsourcing, the use of technology, splitting functions e.g. manufacturing and assembly, and customisation of products or services to suit local customs and tastes. It examines the impact of these trends in Australia, including the necessity to communicate and do business with international companies and governments inside and outside Australia. Characteristics of the Australian way of doing business are explored in order to provide a basis for comparison with other countries.

**Indicative assessment schedule – see next page**

## Business

### Indicative assessment schedule

Assignment	10%
Research Report	20%
Team report and presentation	30%
Examination	40%

### SUBJECT: Business Maths and Statistics

**CODE:** BUMAN201A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### Subject overview

This subject provides students with fundamental knowledge of mathematical calculations and statistical functions and analysis, and their respective application in business processes, problem solving and decision making.

#### Indicative assessment schedule

Assignment	10%
Test	20%
Assignment	20%
Examination	50%

### SUBJECT: Project Management

**CODE:** BUMAN202A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS102A

#### Subject overview

In this subject students develop project management skills and knowledge through immersion in a project and then examining and identifying the drivers behind the management of that project.

#### Indicative assessment schedule

Team report	10%
Risk management plan	20%
Project plan	30%
Examination	40%

### SUBJECT: Human Resources Management

**CODE:** BUMAN203A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS102A

#### Subject overview

The subject commences with an overview of the role of human resource management (HRM) in business and looks at the strategic relevance of the function to a successful organisation.

#### Indicative assessment schedule

Assignment	10%
Team report and presentation	20%
Briefing Note	30%
Examination	40%

### SUBJECT: Business Relationship Management

**CODE:** BUMAN204A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** BUMAN101A

#### Subject overview

In this subject, students will develop the skills necessary to participate meaningfully within the organisation to build and develop relationships with peers, managers and external stakeholders.

#### Indicative assessment schedule

Case study	10%
Team report and presentation	30%
Case studies	20%
Examination	40%

### SUBJECT: Business Research Methods

**CODE:** BUMAR201A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### Subject overview

Through the practices used in the marketing research process, this subject examines the nature, scope and main purposes of research in a business setting and then explains why it is so important.

#### Indicative assessment schedule

Research task	10%
Case study and presentation	40%
Examination	50%

## Business

### **SUBJECT: Buyer Behaviour**

**CODE:** BUMAR202A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS106A

#### **Subject overview**

This subject examines how and why consumers purchase (or don't purchase) products and services. Students examine and assess concepts, methods and skills required to formulate and implement consumer driven strategies to achieve competitive advantage. It provides a conceptual understanding of buyer behaviour, integrating theories from psychology, sociology, cultural anthropology and economics. These theories are presented in a way that enhances their usefulness in marketing practice.

#### **Indicative assessment schedule**

Case study	10%
Team assignment and presentation	40%
Examination	50%

### **SUBJECT: Marketing Communication Management**

**CODE:** BUMAR203A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS106A

#### **Subject overview**

This subject introduces students to a range of marketing communication functions and strategies including those associated with advertising and promotion.

#### **Indicative assessment schedule**

Case study	10%
Case studies (2)	20%
Team report and presentation	30%
Examination	40%

### **SUBJECT: Commercial Law I**

**CODE:** ACBUS201A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** BUMAN103A

#### **Subject overview**

This subject will introduce students to the primary characteristics of the Australian legal system, its institutional framework and how laws are made in Australia. Students will also learn about basic business structures and relationships including partnerships, registered companies; trusts and approved superannuation funds.

#### **Indicative assessment schedule**

Class test	5%
Individual research paper	15%
Presentation	5%
Case Study/Research report	25%
Examination	50%

### **SUBJECT: Commercial Law II**

**CODE:** ACBUS202A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS201A

#### **Subject overview**

This subject will build upon the foundations of commercial law delivered in Commercial Law 1 and will introduce students to the concept of a tort and range of tortious conduct; liability and remedies in the world of business with reference to negligence, negligent misstatement; trade secrets; confidential information; good reputation; privacy and the impact of statutory regulation on these torts; property law affecting both real and personal property - in particular the creation of and protection of security interests over personal property, the types and scope of legally protected intellectual property and remedies available on infringement; and the law of personal insolvency.

#### **Indicative assessment schedule**

Class test	5%
Research paper	15%
Presentation	5%
Case study	25%
Examination	50%

### **SUBJECT: Strategic Management**

**CODE:** BUMAN301A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS102A

#### **Subject overview**

To survive in today's competitive and rapidly changing world, managers and owners of large multinationals, small to medium-sized companies, as well as non-profit organisations must think, plan and act strategically. This subject introduces students to the strategic management process that enables organisations to be sustainable. It identifies the major theoretical approaches and concepts, and outlines the importance of strategic management in contemporary organisational management.

#### **Indicative assessment schedule**

Case study	10%
Assignment	20%
Assignment	30%
Examination	40%

## Business

### **SUBJECT: Organisational Leadership**

**CODE:** BUMAN302A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS102A

#### **Subject overview**

In a complex and global economy, highly skilled and experienced business leaders are required at all levels. Many organisations face the challenge of creating effective leadership and management teams under the pressure of increased change through globalisation, the emerging knowledge economy, and the increased pace of technological development.

#### **Indicative assessment schedule**

Case study	10%
Portfolio of case studies	30%
Personal reflection	20%
Report and presentation	40%

### **SUBJECT: Entrepreneurship and New Business Creation**

**CODE:** BUMAN303A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Completion years 1 & 2

#### **Subject overview**

In this subject students study the field of entrepreneurship and intrapreneurship and the requirements of planning for new business initiatives. Analysis is undertaken into the nature of entrepreneurship, intrapreneurship and strategic policies in exploiting new venture opportunities. Students investigate the processes of starting up and developing new ventures in small and large organisations.

#### **Indicative assessment schedule**

Business concept paper	20%
New venture business plan	50%
Business pitch	30%

### **SUBJECT: Business Ethics, Governance and Sustainability**

**CODE:** BUMAN304A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### **Subject overview**

In this subject, students explore the nature of ethics, investigating Individual and business level approaches to ethical standards and decisions.

#### **Indicative assessment schedule**

Test	10%
Research project	30%
Portfolio of case studies	20%
Examination	40%

### **SUBJECT: Driving Change and Developing Organisations**

**CODE:** BUMAN305A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** Nil

#### **Subject overview**

This subject will enable students to understand, conceptualise, and lead planned change through the organisational development approach. Topics include organisational environments as triggers for change; structural change; personal coping with change; the politics of change; practical change models; planning and implementing change, and aspects of managing cultural change.

#### **Indicative assessment schedule**

Case study	10%
Report	20%
Team report and presentation	30%
Examination	40%

### **SUBJECT: Contemporary Employment Issues**

**CODE:** BUMAN306A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS102A

#### **Subject overview**

Australia's changing industrial relations system is reviewed in this subject and key legislation including the Fair Work Act 2009 and Fair Work Australia are examined. The changing nature of work and the impact of global and national factors on emerging workforce models are explored.

#### **Indicative assessment schedule**

Assignment	10%
Test	20%
Report	30%
Examination	40%

### **SUBJECT: Business to Business Marketing**

**CODE:** BUMAR301A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS106A

#### **Subject overview**

In this unit students study the characteristics and importance of contemporary business-to-business (B2B) markets in an Australian business environment.

**Indicative assessment schedule – see next page**



## Business

### Indicative assessment schedule

Assignment	10%
Report	20%
Team report and presentation	30%
Examination	40%

### SUBJECT: Sales Management

**CODE:** BUMAR302A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** ACBUS106A

### Subject overview

In this subject students develop skills to manage sales within organisations in a rapidly changing environment, recognising the importance of creating effective sales teams and building relationships with customers.

### Indicative assessment schedule

Assignment	10%
Team report and presentation	40%
Examination	50%

### SUBJECT: Digital and Data Analytics

**CODE:** BUMAR303A      **CREDIT POINTS:** 10      **CONTACT HRS:** 4 hpw      **PREREQUISITES:** BUMAN201A

### Subject overview

Data Analytics is a hybrid field drawing from information and knowledge-based technologies, statistics, marketing and management. In this subject students will explore the role of Big Data and Smart Data Analytics in informing planning, development and decision making within a business.

### Indicative assessment schedule

Assignment	10%
Assignment	30%
Assignment	30%
Portfolio of data analysis	30%

### SUBJECT: Internship

**CODE:** ACBUS302A      **CREDIT POINTS:** 10      **TOTAL HOURS:** Min 60      **PREREQUISITES:** Completion years 1 & 2

### Subject overview

In this subject students will be placed in a work environment to further develop their analytical and interpersonal skills as well as enhance their professional awareness and general work readiness.

### Indicative assessment schedule

Placement plan	10%
Reflective portfolio	35%
Internship report	20%
Reflective assignment	35%