

PROGRAM PLAN

BACHELOR OF BUSINESS / BACHELOR OF INNOVATION AND ENTREPRENEURSHIP

PROGRAM OPTION:
Single Major

START DATE:
2021

LOCATION:
Newcastle City

This Program Plan is an enrolment guide to ensure you are on track to graduate. If at any time you wish to vary from this program plan seek advice from your Program Advisor to ensure you remain on track.

 [PROGRAM HANDBOOK](#)

 [COURSE HANDBOOK](#)

NAME:

STUDENT NO.:

COURSE STATUS KEY

C = Completed

En = Enrolled

NS = Not Started

YEAR 1	ACFI1001 Accounting for Decision Makers CORE	MKTG1001 Foundations of Marketing CORE	ECON1001 Microeconomics for Business Decisions CORE	MNGT1001 Introduction to Management CORE	ACFI1003 Introduction to Finance CORE	LEGL1001 Foundations of Law CORE	MNGT1002 Introduction to Entrepreneurship and Innovation CORE	MAJOR *** 1000 level
YEAR 2	STAT1060 Business Decision Making CORE	MNGT2002 Business Venturing CORE	MNGT2004 Managing Innovation CORE	MNGT2005 Leadership and Ethics CORE	MNGT2007 Ideation in Enterprise CORE	MAJOR 2000 level	MAJOR 2000 level	ELECTIVE
YEAR 3	MNGT3007 Social Entrepreneurship CORE	MNGT3008 Advanced Innovation Management CORE	MAJOR 3000 level	MAJOR 3000 level	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE
YEAR 4	MNGT3016 Innovation and Entrepreneurial Strategy CORE	MNGT3009 Business Development and Growth CORE	MAJOR 3000 level	MAJOR 3000 level	ELECTIVE	ELECTIVE	ELECTIVE	ELECTIVE

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To be eligible to graduate make sure you have completed 320 units (10 units = 1 course unless otherwise specified) which meet the following criteria:

- Core courses - 160 units.
- Major courses - 70 units (including all Compulsory courses and the required number of Directed courses for one Major sequence). *** The Marketing Major and the Leadership and Management Major do not require students to complete a 1000 level Major course. Students who have chosen one of these Majors need to complete an extra Elective instead of a 1000 level Major course. The Leadership and Management Major includes some of the Core courses and will require students to complete additional Electives in order to reach 320 units.
- Electives - 90 units. Visit the Course Handbook to see a list of available Electives. You may utilise your Electives to undertake a Double Major. Please see the Bachelor of Business/Bachelor of Innovation and Entrepreneurship Double Major Program Plan for details.
- Students must not exceed 120 units at 1000 level.
- Students must complete a minimum of 40 units at 2000 and 3000 level.
- Students who perform well during the program with a credit average (GPA of 5.0) or greater, may apply for a further year of full time (or equivalent part time) study to obtain an Honours degree.
- The duration of the program is 4 years full time (40 units per semester) or part time equivalent.
- The maximum time to complete this program is 10 years.



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#). Please refer to the [Program Handbook](#) for specific information on program structure. If you are intending varying from this program plan please seek advice from your [Academic Program Advisor](#).

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POLITICS AND INTERNATIONAL RELATIONS MAJOR

COMPULSORY COURSES

Complete the following compulsory courses to fulfil the requirements of this major:

POLI2203 International Political Economy and Global Development
POLI3180 Politics, Policy and Government

DIRECTED COURSES

Complete **10** units at **1000** level and **10** units from **2000** level along with 30 units at 3000 level

Refer to the [Program Handbook](#) for the list of directed courses

HUMAN RESOURCE MANAGEMENT MAJOR

COMPULSORY COURSES

Complete the following compulsory courses to fulfill the requirements of this major:

IRHR1002 Dynamics of People and Work in Organisations
IRHR2010 Introduction to Industrial Relations
IRHR2270 Introduction to Human Resource Management
IRHR3000 Applied Human Resource Management and Employment Relations
LEGL3111 Employment Law

DIRECTED COURSES

Complete **20** units at **3000** level

Refer to the [Program Handbook](#) for the list of directed courses

Note: Students can only count one of BUSN3001 or BUSN3500 towards the major.

INTERNATIONAL BUSINESS MAJOR

COMPULSORY COURSES

Complete the following compulsory courses to fulfill the requirements of this major:

IBUS1000 Managing International Business Risk
IBUS2001 Cross-Cultural Management and Negotiations
IBUS2003 International Trade Logistics
IBUS3000 International Business Strategy

DIRECTED COURSES

Complete **30** units at **3000** level

Refer to the [Program Handbook](#) for the list of directed courses*

Note: Students can only count one of BUSN3500 or BUSN3600 towards the major.

*These courses have prerequisites. Students need to utilise their electives to undertake any prerequisite courses.

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LEADERSHIP AND MANAGEMENT MAJOR

COMPULSORY COURSES

Complete the following compulsory courses to fulfill the requirements of this major:

MNGT2005 Leadership and Ethics
MNGT3011 Leading Organisational Change
MNGT3012 Strategic Business Management

DIRECTED COURSES

Complete **10** units at **2000** level and **20** units at **3000** level

Refer to the [Program Handbook](#) for the list of directed courses

Note: Students can only count one of BUSN3001 or BUSN3500 towards the major.

MARKETING MAJOR

COMPULSORY COURSES

Complete the following compulsory courses to fulfill the requirements of this major:

MKTG2010 Marketing Research
MKTG2101 Consumer Behaviour
MKTG3000 Strategic Marketing Management

DIRECTED COURSES

Complete **30** units at **3000** level

Refer to the [Program Handbook](#) for the list of directed courses

Note: Students can only count one of BUSN3001 or BUSN3500 towards the major.

TOURISM & EVENT MANAGEMENT MAJOR

COMPULSORY COURSES

Complete the following compulsory courses to fulfil the requirements of this major:

LEIS1000 Leisure Behaviour and Organisation
TOUR2003 Global Tourism Management
TOUR3003 Tourism Marketing
LEIS3003 Event Strategy & leadership

DIRECTED COURSES

Complete **10** units at **2000** level and **20** units from **3000** level

Refer to the [Program Handbook](#) for the list of directed courses

Note: Students can only count one of BUSN3001, BUSN3002, BUSN3500 or BUSN3600 towards the major. They may choose the other courses as electives.