BACHELOR OF BUSINESS

leadership and management | marketing | human resource management | entrepreneurship and innovation | international business | tourism management | governance, policy and political economy | sports management

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Hands-on from the start

The Newcastle Business School is hands-on and practical in its approach to learning and teaching.

Throughout the Bachelor of Business you will have the opportunity to gain local and international workplace experience through work integrated learning projects, industry scholarships and placements, industry visits and guest lectures from business professionals. Our international immersion and placement opportunities run annually to countries such as China, Singapore and Samoa.

Our partnerships with key industry organisations and companies allow students to gain workplace experience and build professional connections and networks from first year onwards.

Global connections

When you study at the University of Newcastle you will establish networks with people from all over the world.

We partner with over 75 institutions in more than 15 countries globally and our graduates work locally, nationally and internationally. As a student you will have the opportunity to take part in international immersion trips, overseas placements, student exchange and the international leaders program in countries all over the world.

Learn from the brightest minds in the world

The Faculty of Business and Law’s teachers and researchers are leaders in their fields.

With extensive academic knowledge and professional experience, our academic staff are connected to national and global partners and respond to industry needs in their teaching and research.

Employers prefer our graduates

The work-ready skills you will gain from this degree will give you a substantial edge in the jobs market.

Our graduates are highly sought after by industry with 90% of our business graduates finding employment within four months of graduating*. In an ever-changing business environment, the Bachelor of Business will provide you with the up-to-date industry and academic knowledge needed to remain competitive when starting your career.

Quality degrees. Quality facilities.

The Bachelor of Business is designed to allow you to choose from a variety of majors from the business field. Our majors are at the cutting-edge of business and will provide you with knowledge and experience required in a dynamic, modern workplace.

Our teaching spaces feature contemporary, technology-enabled facilities, which allow for blended and online teaching methods to be used. From 2017, our teaching facilities will include NeW Space, a state-of-the-art campus in the heart of Newcastle which will incorporate exciting new and interactive teaching spaces.

Quality degrees. Quality facilities.

*Source: University of Newcastle Graduate Retention Survey 2014.
Majors

The Bachelor of Business allows you to choose from a variety of majors from the business field. You will elect your major in second year after a year of introductory courses in your first year. You can choose to study a double major, allowing you to pursue multiple areas of interest and broaden your range of career options upon graduation.

Leadership and management
The leadership and management major allows you to develop an understanding of the complex structure and operations of organisations, while also developing strong planning and leadership skills.

Marketing
Marketing is about understanding and communicating with customers, as well as delivering goods and services that provide value. The marketing major will develop careers in marketing, advertising, brand management, market research and consumer behaviour.

Human resource management
Human resource management (HRM) links people-related activities to business strategy. The HRM major prepares you for careers in human resources, industrial relations, organisational development, workforce planning and recruitment.

Entrepreneurship and innovation
The entrepreneurship and innovation major provides the skills required to develop entrepreneurial ideas into successful new ventures, or work within existing businesses in a creative and innovative way.

International business
International business gives you an understanding of global markets and develops the skills needed to operate in a rapidly changing worldwide marketplace. This major will support careers in organisations with an international outlook, allowing you to understand and analyse the framework for global business.

Tourism management
Studying the tourism major will help you gain a critical understanding of the complexity of both the traditional and sustainable tourism industries, as well as the economic, social, cultural and environmental impacts of tourism.

Governance, policy and political economy
Gain an understanding of international relations and the relevance of foreign policy to global, national and regional environments. This major will assist in careers in international business, foreign affairs and trade, and government policy and administration.

Sports management
Within this major students will gain an understanding of sports operation management, volunteerism and volunteer management, facilities management and sports leadership.

Combined degrees

Bachelor of Business/Bachelor of Commerce (combined)
This degree allows you to complete both the business and commerce degrees in four years. A combined degree will give you a competitive edge when entering the jobs market, with over 93% of our business/commerce graduates find employment within four months of graduating*.

Bachelor of Business/Bachelor of Innovation and Entrepreneurship
This combined degree is a specialist four year program that prepares you with the academic knowledge and practical experience needed to become highly competitive in rapidly changing regional, national and global economies and communities.

Bachelor of Business/Bachelor of Laws (Honours)
This five year degree provides a thorough overview of the business environment. With organisations subject to extensive regulation, a law degree is a highly valued and useful asset within the business sector.

*Australian Graduate Survey 2013
Business at the University of Newcastle

The Bachelor of Business will give you a broad understanding of Australian and global business environments. You will gain practical skills and attributes that are highly valued by employers in a range of disciplines. The program provides you with the flexibility to choose areas of study best suited to your interests.

What you will study
Majors include governance, policy and political economy, human resource management, innovation and entrepreneurship, international business, leadership and management, marketing, and tourism. After your first year of introductory courses, you will elect to study one or two majors from second year onwards.

Unfortunately, not all majors are offered on the Central Coast; however students enrolled at the Central Coast have the option to study in Newcastle.

Practical experience
With a strong focus on building practical, work-ready skills, the Bachelor of Business integrates opportunities for students to gain national and international workplace experience and professional mentoring.

Career opportunities
Examples include business management and consulting, advertising and marketing, human resource management, industrial relations, business analysis, tourism and hospitality management, international business, supply chain management and logistics management.

Professional recognition
The Australian Human Resources Institute (AHRI); and the Australian Market & Social Research Society (AM&SRS).

Honours
Students who perform well have the option to undertake an additional year of study, earning an Honours degree. Honours graduates are highly valued in the employment market, whether you choose to pursue an academic or professional career.

Faculty of Business and Law
UAC Code
482200 – Newcastle
482210 – Central Coast

ATAR
61.20 – Newcastle
60.45 – Central Coast

Duration
Three years full-time or part-time equivalent

Location
Newcastle – Callaghan
Central Coast – Ourimbah
Singapore

Assumed knowledge
HSC Mathematics or equivalent

Pathways
HSC, Open Foundation, Newstep, Yapug, TAFE

For full degree information, testimonials, videos and how to apply, visit: www.newcastle.edu.au/degrees

Aleena
Bachelor of Business

THE SKILLS I LEARNT DURING THE BACHELOR OF BUSINESS HELPED ME TO NOT ONLY GAIN AN INDUSTRY SCHOLARSHIP WITH RIO TINTO BUT ALSO A GRADUATE POSITION IN HUMAN RESOURCES