

STUDY AREA

BUSINESS AND ENTREPRENEURSHIP



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA



LIAM RIDES THE STARTUP WAVE

Liam hopes that through his actions he can show others how small gestures can create a ripple effect of positivity. Just three weeks into his degree, at age 18, Liam started his own surf brand – Eat Your Water. The brand's mission is to promote environmental conservation, using the t-shirts as walking billboards of positivity. Today, Eat Your Water is one of the largest independent surf brands in Australia. As a Bachelor of Business and Bachelor of Innovation and Entrepreneurship student, Liam wants to share his knowledge and experience with other young people who are eager to start businesses and encourage them to use their platform to make a real difference in the world. And as a Ma & Morley, he hopes to grow in his capacity as a change leader.

Liam

Bachelor of Business/Bachelor of
Innovation and Entrepreneurship
Ma & Morley Scholar



BUSINESS AND ENTREPRENEURSHIP

Business and entrepreneurship students are trailblazers. Whether it's taking a vision and turning it into a successful business, or improving existing business practices around the world. Our degrees are more dynamic, flexible and industry-engaged than ever before. Gain a broad understanding of Australian and global business environments, as well as practical skills needed for a successful career in marketing, human resources, tourism, sports management – or whichever major you choose. Where you take your degree is completely up to you.

 newcastle.edu.au/study/business-and-entrepreneurship

TOP 150

in the world for Management¹

92.8%

of Business and Management graduates found employment within four months²



Our Business School holds AACSB Accreditation, earned by fewer than 5% of the world's business programs.

DEGREE OPTIONS

Bachelor of Business
Bachelor of Innovation and
Entrepreneurship Combined

ALSO CONSIDER

Bachelor of Commerce
Bachelor of Laws (Honours) Combined

YOUR JOURNEY STARTS HERE



LIFESTYLE

Our coastline is world famous. Enjoying downtime at one of Newcastle's pristine beaches and three coastal baths is made easy with long stretches of uncrowded sand, accessible public transport, and plenty of free parking. A creative hub, Newcastle is home to the bright ideas of countless innovators and entrepreneurs. Enjoy all that Newcastle has to offer – a dynamic art and music scene, chilled-out cafes, eclectic markets, microbreweries and small bars. The people are friendly, the beaches are picture perfect and the coffee culture is taken seriously.

CAMPUS LIFE

On campus, you have access to a wide range of cafes, food outlets and bars. The University is also home to over 150 clubs, societies and social groups – giving you the chance to regularly participate in fun activities.

Great health and fitness facilities await you at The Forum University (Callaghan) and Harbourside (Newcastle City). You'll find a 50m indoor heated swimming pool, fitness classes, state-of-the-art equipment, indoor courts and casual or structured social sport competitions all year. No matter which campus you study at, there's always something happening during the semester. There are plenty of events from Orientation Party to festivals and local gigs. You could attend study workshops, guest lectures or kick back and enjoy watching a movie by moonlight.

newcastle.edu.au/uonstudentliving

ACCOMMODATION

While the thought of moving away from your home town to study might seem daunting, we're here to make this transition as easy as possible. We offer students secure, affordable and comfortable accommodation while studying.

newcastle.edu.au/accommodation

FREE PATHWAYS

We're proud to be the largest provider of enabling programs in Australia.

If you don't have the qualifications required for direct entry, you still have the opportunity to access university studies through our pathway programs, regardless of your background or level of previous education. The programs are offered free of charge and upon successful completion, you're guaranteed entry to over 40 undergraduate degrees at the University of Newcastle.

- **Newstep**
If you didn't complete Year 12, or missed the chance to get the marks needed for university entry, our Newstep program offers the perfect pathway between secondary schooling and university. Study on campus at Newcastle or the Central Coast.
- **Open Foundation**
If you've never studied at university before and you're considering a degree qualification after time in the workforce or caring for family, or just looking to further your interests, our Open Foundation program can help make this happen.
- **Yapug - Aboriginal and Torres Strait Islander Students**
Yapug is a pathway program providing Aboriginal and Torres Strait Islander people with skills for entry into undergraduate degrees, including a pathway into Medicine. Start your university experience in a culturally appropriate learning environment, supported by Indigenous peers and staff.

newcastle.edu.au/enabling

YEAR 12 SUBJECT SPOTLIGHT EARLY ENTRY PROGRAM

We believe that your ATAR doesn't define who you are – it is your unique passions, abilities and ambitions that matter. Our Year 12 Subject Spotlight program rewards you with an early offer for your hard work and strong results in individual subjects related to your degree. So, you can take some of the stress out of your final school exams, knowing your ATAR isn't all that matters.

There is no separate application for the program – simply apply through UAC to qualify. You can find more information on subjects aligned to specific degrees online.

newcastle.edu.au/subject-spotlight

NUSPACE

In the heart of the CBD, our Newcastle City campus provides an integral link with industry in creativity, business and law. The campus is a hive of innovation in the city centre. Our state-of-the-art facility delivers a 'next generation' university experience. Our expansion into Honeysuckle, with the launch of our new home for the creative industries and new innovation hub in late 2021, will enrich your learning experience with specialised studios and technologies.

STUDY ABROAD

Are you keen to take your studies around the world?

When you study here, you'll have the chance to travel and get credit for your degree at the same time. There are opportunities for international experiences across every area of study, whether it's an overseas exchange program, study tour or work placement. Discover new cultures, try new food and make friends from all over the world. With more than 100 partner universities across all major continents, it really is the chance of a lifetime.

newcastle.edu.au/studyoverseas

CAREER-READY GRADUATES

Sometimes it's best to dive straight in. That's why exciting industry experience and Work Integrated Learning is at the core of all our degrees. Our strong partnerships with local and global organisations ensure everything you study is shaped by the real world and you graduate ready for a career in your field. Our Career Services Team are also on hand to help you out with everything from resumes and employment workshops to advice on your career goals.

THE MA & MORLEY SCHOLARSHIP PROGRAM

The Ma & Morley Scholarship Program aims to inspire, educate and cultivate the next generation of globally aware and socially conscious Australian leaders - and help them change the world.

The Program was established through a generous \$26 million commitment by Chinese entrepreneur Jack Ma, in honour of his lifelong friendship with respected Newcastle local Ken Morley.

SCHOLARSHIPS

You might be bursting with new ideas, passion and potential. But without support, attending university can sometimes seem impossible.

The University of Newcastle's scholarship programs have been designed to provide this support and give you the opportunity to develop your talent and explore your potential.

We have over 1,000 individual scholarships on offer including:

- scholarships for academic achievement
- support for individuals facing financial hardship and educational disadvantage
- support for Indigenous students
- opportunities to travel, perform, play sport, relocate, or gain global experience.

Visit the website to find a scholarship that fits for you
newcastle.edu.au/scholarships

SHAPING FUTURES SCHOLARSHIPS

The Shaping Futures Scholarship Fund provides support for students who are most in need - helping them to overcome disadvantage to pursue and maintain their achievements.

Scholarships are offered to academically gifted students facing educational disadvantage such as financial hardship, relocation from a regional or remote area, a long term or recurrent medical condition or illness, carer or sole parenting responsibilities, an asylum seeker recently completing a University of Newcastle enabling program, or a combination of these factors.

ABORIGINAL AND TORRES STRAIT ISLANDER SCHOLARSHIPS

The Aboriginal and Torres Strait Islander Scholarships were established through contributions from the University, industry donors, community organisations and the annual Reconciliation Scholarship Dinner Dance. These scholarships provide Australian Aboriginal and Torres Strait Islander students financial support to assist with completing their studies.

newcastle.edu.au/scholarships

BACHELOR OF BUSINESS



newcastle.edu.au/degrees/bachelor-of-business

Our Bachelor of Business is dynamic, flexible and industry-engaged and is the key to limitless opportunities across Australia and the world.

You might work as a Marketing Manager – researching products and audiences for a global consumer goods company, revel in your passion for sport and seek a career in sport management, or turn your great idea into a company and watch it grow. Our degree gives you a firm understanding of the Australian and global business environments and our international outlook immerses you in contemporary business practice, providing you with new global experiences.



REAL-WORLD EXPERIENCE

We know learning can't be confined to the classroom. That's why this degree offers the opportunity to undertake professional internships and projects. You'll graduate with the skills and professional networks needed to work all over the world. While studying, take advantage of:

- 100 hours of work placement
- the EMPOWER Network for female students
- student exchange opportunities
- local and international work experiences in China, Fiji and Kenya through short-term mobility and international immersion tours.

2020 SELECTION RANK

65.00 | Median 74.93

SPECIALISE

Specialise in one or two of the following majors:

- Entrepreneurship and Innovation
- Governance, Policy and Political Economy
- Human Resource Management
- International Business
- Leadership and Management
- Marketing
- Sports Management
- Tourism Management

CAREER EXAMPLES

- Business Development Manager
- Digital Marketing Analyst
- Human Resources Officer
- International Affairs Officer

ACCREDITATION

Accredited through the Australian Marketing Institute (Marketing major) and the Australian Human Resource Institute (Human Resource Management major).

The Newcastle Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB), earned by fewer than five per cent of the world's business programs.

COMBINE THIS DEGREE WITH

- Bachelor of Chemical Engineering (Honours)
- Bachelor of Civil Engineering (Honours)
- Bachelor of Commerce
- Bachelor of Computer Systems Engineering (Honours)
- Bachelor of Development Studies
- Bachelor of Electrical and Electronic Engineering (Honours)
- Bachelor of Environmental Science and Management
- Bachelor of Food Science and Human Nutrition
- Bachelor of Information Technology
- Bachelor of Innovation and Entrepreneurship
- Bachelor of Laws (Honours)
- Bachelor of Mechanical Engineering (Honours)
- Bachelor of Mechatronics Engineering (Honours)
- Bachelor of Surveying (Honours)



PHOEBE'S STORY

Phoebe is a proud Bundjalung and Worimi Saltwater woman and is the third generation of Aboriginal women in her family to study at the University of Newcastle. She's a Bachelor of Business and Bachelor of Laws (Honours) student and a Ma & Morley scholarship recipient.

Phoebe's interest in human rights advocacy, community empowerment and pursuing just processes started at an early age. So when deciding on an undergraduate degree, she knew a combination of law and business was a natural fit.

Gaining entry through the Indigenous Early Entry Scheme, Phoebe has been able to explore the ways she can create positive social change both locally and globally.

As a Ma & Morley scholar, Phoebe's cultural immersion tour of China offered a profound and life-changing experience for her. Being able to share her culture with people around the world and discover what it meant to her to be a socially conscious leader inspired her more than ever.

Now, she's using her own experiences to become the best advocate she can be – working to empower her community and other marginalised communities across the globe.

Phoebe

Bachelor of Business/Bachelor of Laws (Honours)

Ma & Morley Scholar

GABRIELLA'S STORY

Bachelor of Innovation and Entrepreneurship and Bachelor of Laws (Honours) student Gabriella is fascinated by innovation strategy and how she can apply this to her passion for the legal system.

The unique combination of innovation, entrepreneurship and law studies has given her a competitive edge she says she wouldn't have been able to get anywhere else.

"Given the rising demand for innovation in law, it's great to know that the University of Newcastle has a forward-thinking approach towards emerging trends and opportunities in those traditional sectors."

With a career goal of being her own boss, Gabriella's focusing on building her understanding of new technology and developing skills in user-centred design and user experience. She was able to see firsthand how some of the best in the business achieve this when she travelled to Silicon Valley as part of her studies. The trip gave Gabriella the chance to look at how global organisations such as Facebook and Google inspire and sustain innovation.

In her spare time, Gabriella was part of a group of students who established the Innovation and Entrepreneurship Society. As the founding President, Gabriella works to build a community for all students to come together to connect, create and innovate – offering events like student startup panels and design thinking workshops.

Gabriella

Bachelor of Innovation and Entrepreneurship/
Bachelor of Laws (Honours)

OUR INNOVATION ECOSYSTEM

INTEGRATED INNOVATION NETWORK (I2N)

Whether you've got an idea you want to test out, or you're looking to scale up your existing business and go global, the University of Newcastle's Integrated Innovation Network (I2N) can help.

Offering co-working spaces, entrepreneurship programs and partnerships, I2N supports entrepreneurs and businesses to upskill, develop ideas, test those ideas, and make valuable industry connections.

newcastle.edu.au/i2n

THE INNOVATION AND ENTREPRENEURSHIP SOCIETY

Do you have a passion for innovation, or are you looking to connect with other entrepreneurs? The Innovation and Entrepreneurship Society is a platform launched for University of Newcastle students, staff and industry to connect, create and innovate.

The Society aims to strengthen the University's entrepreneurial ecosystem through fostering interdisciplinary relationships. In doing so they host different events such as their 'students and start-ups' panel, design thinking workshops, as well as general social events.

iesociety.com.au



KATE'S STORY

For Bachelor of Business alumnus Kate, travelling to Singapore on an international study experience gave her an insight into how businesses operate in other cultures.

This trip also opened her eyes to the prospect of working overseas in the future. With a keen interest for Business, Kate decided to pursue a Bachelor of Business after high school, which would later lay the foundation for her career.

She works as an Executive Administration Officer for the Westpac Rescue Helicopter Service. Having majored in Human Resource Management, she credits her degree for the quick transition into the job.

"It would have taken me years to get into the competitive world of business without a degree," says Kate.

"Whether I choose to continue in Human Resources or another field, this degree will be invaluable in terms of the knowledge I have in all areas of business."

Passionate about female empowerment, Kate was also a member of the University's EMPOWER Network during her studies. The program aims to connect women, help them confidently navigate their own career development, and thrive.

Kate
Bachelor of Business, 2019



EMPOWER NETWORK

The EMPOWER Network is designed to give women the confidence and strength to navigate and manage their own career development. It provides a three-way connection between high school students, University students and industry professionals. University students at any stage in their degree can join the network. A range of activities and events are held throughout the year for members.

newcastle.edu.au/empower

BACHELOR OF INNOVATION AND ENTREPRENEURSHIP COMBINED

 newcastle.edu.au/study/business-and-entrepreneurship

The world is rapidly changing and employers are increasingly looking for the next generation of innovative thinkers with entrepreneurial flair.

The Bachelor of Innovation and Entrepreneurship Combined provides you with the skills to take an entrepreneurial idea and turn it into a successful new venture. At the same time, this degree equips you to manage the complexities of driving innovation within existing organisations. This degree is designed for idea-generators who can think globally and design and execute a refined strategy.

COMBINED WITH	2020 SELECTION RANK
Bachelor of Arts	62.00 Median 66.98
Bachelor of Business	75.00 Median 83.45
Bachelor of Commerce	75.00 Median N/A
Bachelor of Laws (Honours)	62.00 Median 77.88
Bachelor of Creative Industries	62.00 Median 97.80
Bachelor of Science	77.00 Median 86.55

SPECIALISE

Depending on which degree you choose to combine with, you have the flexibility to select an area of study suited to your interests.

CAREER EXAMPLES

- Startup Founder
- Innovation Manager
- Entrepreneur
- Business Development Officer

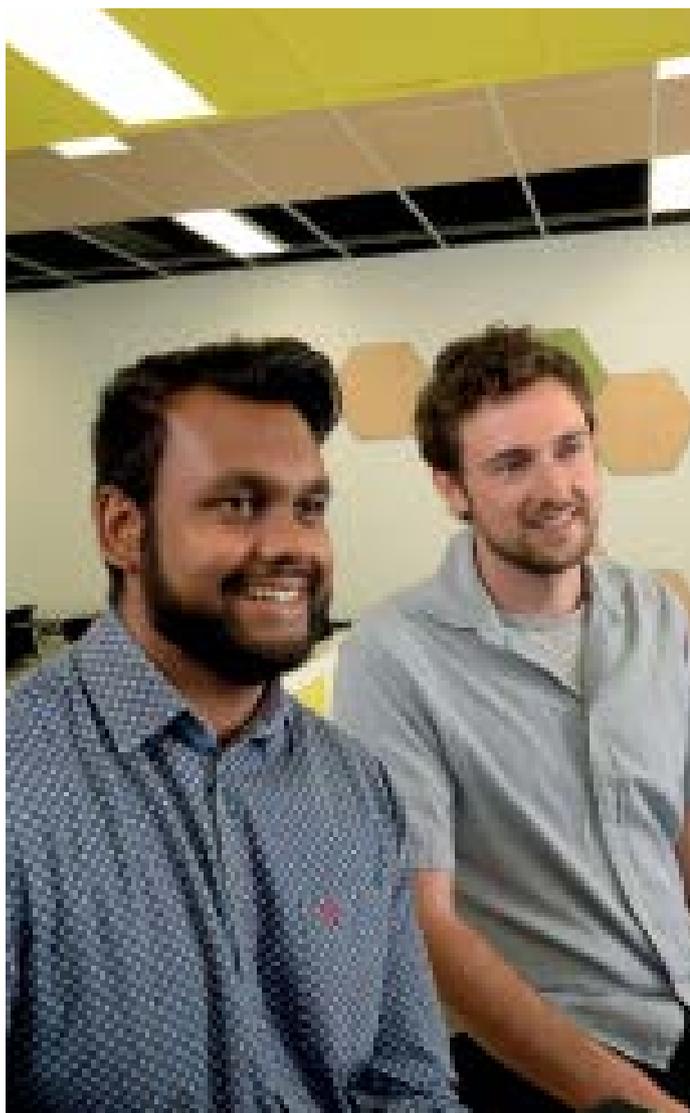
ACCREDITATION

When delivered in combination with either the Bachelor of Business or Bachelor of Commerce, this degree is accredited through the Association to Advance Collegiate Schools of Business (AACSB).

When you study the Bachelor of Innovation and Entrepreneurship Combined, in conjunction with another degree, some individual majors within these degrees may be accredited. Please see individual degree listings for further detail.

REAL-WORLD EXPERIENCE

Entrepreneurship means different things to different people. Some imagine tech startups, while others see a small business growing at full speed. Whatever it means to you, we offer the real-world experience and networking opportunities to help you bring big ideas into reality. Challenge yourself in competitions like the Microsoft Protégé Innovation Competition, and access our Innovation Hub to meet with like-minded individuals to collaborate and challenge the conventional.





INTERNATIONAL STUDY EXPERIENCES

Whether it be a semester exchange, a short course or an internship, the Newcastle Business School offers many overseas study experiences as part of your degree.

For Bachelor of Business/Bachelor of Innovation and Entrepreneurship student Tyler, being able to take advantage of these opportunities has been a no-brainer.

Tyler has travelled to China and Japan as part of his coursework and is currently looking to study for a semester abroad in Hong Kong. Majoring in International Business, the overseas study opportunities are particularly important for Tyler, in making him ready for a career abroad.

Tyler

Bachelor of Business/Bachelor of Innovation and Entrepreneurship

ENCOURAGING THE NEXT GENERATION OF BUSINESS EXPERTS

Driving positive social change is at the forefront of Dr Courtney Molloy's work. As a lecturer at the University's Newcastle Business School, Dr Molloy aims to inspire students to make their own impact, and in some cases, a global difference.

She is helping students develop both an understanding of key theoretical concepts, and also the practical skills that are critical for building a successful career in business. For Dr Molloy, this is achieved through social entrepreneurship and understanding how people collaborate to drive opportunities for innovation, particularly across industries and sectors.

With the support of passionate academics like Dr Molloy, you will be encouraged to find new solutions to the world's biggest challenges. Your new idea could be the catalyst for global change.

Dr Courtney Molloy

Lecturer,
Newcastle Business School



RELATED DEGREES

You may also be interested in one of the following degrees that touch on the Business and Entrepreneurship study area.

BACHELOR OF COMMERCE

Utilising your existing knowledge, you can go from the classroom to the corporate world with a Bachelor of Commerce at the University of Newcastle. You might end up working for a global consultancy – assessing the financial validity and future of corporations, or with the Reserve Bank, providing economic forecasts to drive official interest rates. The opportunities are vast when you study commerce. Gain insight into the global interplay between the financial, legal, political and economic systems. You'll learn how these factors influence the contemporary business environment in Australia and across the globe.



For further information on this program refer to the **Accounting and Finance** brochure



or visit newcastle.edu.au/study/accounting-and-finance

BACHELOR OF LAWS (HONOURS) COMBINED

Our Bachelor of Laws (Honours) degree is your entry to a career as a lawyer, or a range of other professions where a passion for justice and attention to detail are key. This degree is offered as a combined program, which means you undertake your degree in conjunction with another degree, and receive two qualifications in only five years of study. Newcastle Law School runs a distinctive Practice Program that integrates the academic study of law with hands-on clinical experience and practical training. Students work with real clients under the supervision of legal practitioners at the University of Newcastle Legal Centre.



For further information on this program refer to the **Law** brochure



or visit newcastle.edu.au/study/law

CONNECT WITH OUR GLOBAL ALUMNI NETWORK

#UONalumni

Spanning 144 countries, the University of Newcastle's global alumni network is making a positive difference to the world.

This diverse group of global professionals provides invaluable support for our students by sharing their time and expertise. Whether it's through a mentoring program, industry experience or attending a networking event, you'll be inspired and empowered by those who have blazed the trail before you. And, when you graduate, you'll be in good company. You will join this outstanding group of over 148,000 alumni around the world. Because wherever you are, whatever you're doing, you are always part of our global alumni community.

newcastle.edu.au/alumni

IF YOU'RE READY TO CHASE YOUR DREAMS AND THRIVE, NOW IS THE TIME.

For full information and to find out how to apply, visit newcastle.edu.au/study

