

# Bachelor of Business/Bachelor of Innovation and Entrepreneurship

## INFORMATION FOR STUDENTS WHO COMMENCED IN THE BACHELOR OF BUSINESS/BACHELOR OF INNOVATION AND ENTREPRENEURSHIP [40016] PRIOR TO 2023

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There are changes to the program in 2023.

The University is incorporating Work Integrated Learning (WIL) into all undergraduate programs as a 10-unit course for students commencing in the program from 2023 onwards. Within the Bachelor of Business/Bachelor of Innovation and Entrepreneurship, the options are BUSN3002 – Industry Placement or BUSN3500 – International Work Placement in Business.

WIL provides students from all disciplines and backgrounds with the opportunity to gain real world work experience and improve employability outcomes.

### Transition Arrangements

Students who commenced prior to 2023 are not required to complete 10 units from the Work Integrated Learning course list and will retain 10 units of electives. These students may choose to take one of the courses from the Work Integrated Learning course list (BUSN3002 or BUSN3500) as an elective.

BUSN3002 and BUSN3500 have been removed as a directed course within Majors, as these courses are now placed in the Work Integrated Learning course list. Students who have successfully completed BUSN3002 and/or BUSN3500 will continue to have this count towards program requirements.

The table below provides a summary of this structure.

2022 Program Requirements	2023 Program Requirements	Summary
<b>Core</b> (160 units)	<b>Core</b> (160 units)	No change
<b>Major</b> (70 units)	<b>Major</b> (70 units)	No change
<b>Electives</b> (90 units)	<b>Electives</b> (80 units)	Reduced by 10 units <i>(note: Leadership and Management, Marketing Major below)</i>
	<b>Work Integrated Learning</b> (10 units) This program requires successful completion of one of the following Work Integrated Learning courses.  BUSN3002 – Industry Placement or BUSN3500 – International Work Placement in Business	Increased by 10 units  Students must complete either BUSN3002 or BUSN3500

## Leadership and Management Major

There are changes to the Leadership and Management Major in 2023.

Directed course requirements have increased from 30 units to 40 units and core course LEGL1001 will no longer count towards the Major. The table below provides a summary of the changes in the Major.

Students who have **successfully completed LEGL1001** will have this count towards the Major.

Students who have **not successfully completed LEGL1001** will not have this count towards the Major, once completed.

Students who have **successfully completed all remaining electives** will have these count towards their program and are not required to complete an additional 10 units of directed courses.

Students who have **not successfully completed all remaining electives** are required to complete an additional 10 units of directed courses to meet the 40 units of directed courses requirement.

The table below provides a summary of these changes.

2022 Program Requirements	2023 Program Requirements	Summary
<b>Compulsory Courses (30 units)</b>	<b>Compulsory Courses (30 units)</b>	<b>No change</b>
MNGT2005 – Leadership and Ethics	MNGT2005 – Leadership and Ethics	No change
MNGT3011 – Leading Organisational Change	MNGT3011 – Leading Organisational Change	No change
MNGT3012 – Strategic Business Management	MNGT3012 – Strategic Business Management	No change
<b>Directed Courses (30 units)</b> <i>Minimum of 10 units at 2000 level and a minimum of 20 units at 3000 level</i>	<b>Directed Courses (40 units)</b> <i>Minimum of 10 units at 2000 level and a minimum of 20 units at 3000 level</i>	<b>Increased by 10 units</b>

IRHR2270, IRHR3035, IRHR3040, IRHR3510 have been added as options within the directed course list.

## Marketing Major

There are changes to the Marketing Major in 2023.

Directed course requirements have increased from 30 units to 40 units and core course MNGT1001 will no longer count towards the Major. The table below provides a summary of the changes in the Major.

Students who have **successfully completed MNGT1001** will have this count towards the Major.

Students who have **not successfully completed MNGT1001** will not have this count towards the Major, once completed.

Students who have **successfully completed all remaining electives** will have these count towards their program and are not required to complete an additional 10 units of directed courses.

Students who have **not successfully completed all remaining electives** are required to complete an additional 10 units of directed courses to meet the 40 units of directed courses requirement.

The table below provides a summary of these changes.

2022 Program Requirements	2023 Program Requirements	Summary
<b>Compulsory Courses (30 units)</b>	<b>Compulsory Courses (30 units)</b>	<b>No change</b>
MKTG2010 – Marketing Research	MKTG2010 – Marketing Research	No change
MKTG2101 – Consumer Behaviour	MKTG2101 – Consumer Behaviour	No change
MKTG3000 – Strategic Marketing Management	MKTG3000 – Strategic Marketing Management	No change
<b>Directed Courses (30 units)</b>	<b>Directed Courses (40 units)</b>	<b>Increased by 10 units</b>

The [Bachelor of Business/Bachelor of Innovation and Entrepreneurship Program Handbook](#) provides the most up-to-date information regarding the program.

If you have questions regarding your program, please email [ProgramAdvice@newcastle.edu.au](mailto:ProgramAdvice@newcastle.edu.au).