

# BACHELOR OF BUSINESS

CRICOS Course Code: 0100538

**PERTH | ADELAIDE**



## Majors

- ✓ Accounting
- ✓ Management
- ✓ Digital Marketing
- ✓ Hospitality & Events Management

## Why Choose This Course?

Up to 1.5 years Advanced Standing with a pathway package program

A strong focus on the skills required for the global business environment

Work-Integrated Learning activities throughout the course

Internship to consolidate learning in the 3rd year

FEE-HELP available for eligible Domestic students



The Stanley College Business degree is known for its high standards and practical approach to learning, a key component of the latter being a Work-Integrated Learning placement, where students get an opportunity to work in a business or other organisation. The Stanley approach to business education is one that aims to best prepare students for their future business careers.

### Course Intake Dates

13 Mar 2023, 21 Aug 2023, 27 Nov 2023

### Campus

Perth & Adelaide

### Tuition Fee

**Domestic Student** AUD \$5,200 per Semester  
AUD \$10,400 per year (Total=\$31,200#\*)

**International Student** AUD \$8,250 per Semester  
AUD \$16,500 per year (Total=\$49,500\*)

### Course Duration

3 years full time

### Delivery Mode

Face to Face Delivery (onshore)  
Work-Integrated Learning

### Academic Entry Requirement

Satisfactory completion of at least six months consecutive study, or equivalent, at any Australian university or other registered Institute of Higher Education, or,

Completion of an Australian Year 12 Certificate or equivalent, or,

Completion of a vocational course at AQF Certificate IV or equivalent, or,

Work and life experience

### English Entry Requirement

IELTS 6.0 with no individual band score less than 5.5 (for international students only).

To be read in conjunction with further course information available on the Stanley College website - Please visit - [www.stanleycollege.edu.au](http://www.stanleycollege.edu.au)  
\*FEE-HELP available for eligible Domestic students.  
\*Tuition fees and other charges are set each year and will apply at the time that a Letter of Offer is issued, and are subject to annual review.

## Bachelor of Business

### Year 1 Semester 1

BUS101 Academic and Business Communication Skills  
BUS102 Marketing Principles  
BUS103 Management Fundamentals  
BUS109 Human Resource Management

### Year 1 Semester 2

BUS104 Digital Media for Business  
BUS106 Accounting Fundamentals  
BUS107 Economic Principles  
BUS108 Fundamentals of Entrepreneurship

### Year 2 Semester 1

BUS105 Business Information Systems  
BUS201 Organisational Behaviour  
BUS203 Business Law  
BUS204 Consumer Behaviour

### Year 2 Semester 2

BUS205 Business and Society  
BUS206 Business Ethics and Governance  
BUS207 Business Finance  
BUS208 Business Analytics

### Year 3 Semester 1

BUS301 Leadership  
BUS302 International Business  
BUS303 Business Practicum  
BUS304 Project Management

### Year 3 Semester 2

BUS305 Change Management  
BUS306 Applied Business Project  
BUS307 Strategic Thinking  
BUS308 Business Research Fundamentals

# BACHELOR OF BUSINESS: MAJORS

## ACCOUNTING

Graduate as a qualified accountant able to pursue a career in a wide range of organisations and industries such as public and private practise, small business, financial institutions, and government. A growing profession with plenty of opportunities.

### CAREER OUTCOME

- Accountant ( General )
- Management Accountant
- Taxation Accountant
- Accounts Officer
- Financial Accountant
- Project Manager
- Operations Manager
- Account Manager
- Business Manager
- Administration Manager
- Finance Manager

#### Year 1 Semester 1

BUS101 Academic and Business Communication Skills  
BUS102 Marketing Principles  
BUS103 Management Fundamentals  
BUS104 Digital Media for Business

#### Year 1 Semester 2

BUS105 Business Information Systems  
\*BUS106 Accounting Fundamentals  
BUS107 Economic Principles  
BUS108 Fundamentals of Entrepreneurship

#### Year 2 Semester 1

\*BUS209 Management Accounting  
\*BUS210 Accounting Information Systems  
BUS203 Business Law  
\*BUS211 Financial Accounting

#### Year 2 Semester 2

BUS205 Business and Society  
BUS206 Business Ethics and Governance  
\*BUS207 Business Finance  
BUS208 Business Analytics

#### Year 3 Semester 1

BUS302 International Business  
BUS303 Business Practicum  
BUS304 Project Management  
\*BUS309 Audit and Assurance

#### Year 3 Semester 2

BUS306 Applied Business Project  
BUS308 Business Research Fundamentals  
\*BUS310 Taxation  
\*BUS311 Contemporary Issues in Accounting

\* Core units

## MANAGEMENT

Tackling complex and conflicting issues, drive effective change in diverse environments, and inspire high-performing teams.

### CAREER OUTCOME

- Project Manager
- Customer Service Manager
- Office Manager
- Business Analyst
- Human Resource Adviser
- Management Consultant
- Organisation and Methods Analyst

#### Year 1 Semester 1

BUS101 Academic and Business Communication Skills  
BUS102 Marketing Principles  
\*BUS103 Management Fundamentals  
BUS104 Digital Media for Business

#### Year 1 Semester 2

BUS105 Business Information Systems  
BUS106 Accounting Fundamentals  
BUS107 Economic Principles  
BUS108 Fundamentals of Entrepreneurship

#### Year 2 Semester 1

\*BUS109 Human Resource Management  
\*BUS201 Organisational Behaviour  
BUS203 Business Law  
BUS204 Consumer Behaviour

#### Year 2 Semester 2

\*BUS205 Business and Society  
BUS206 Business Ethics and Governance  
BUS207 Business Finance  
BUS208 Business Analytics

#### Year 3 Semester 1

\*BUS301 Leadership  
BUS302 International Business  
BUS303 Business Practicum  
\*BUS304 Project Management

#### Year 3 Semester 2

\*BUS305 Change Management  
BUS306 Applied Business Project  
\*BUS307 Strategic Thinking  
BUS308 Business Research Fundamentals

\* Core units

## DIGITAL MARKETING

Develop essential skills in one of the most exciting, growing fields, helping businesses with customers online, use data to create targeted campaigns and stay ahead of marketing trends. With thousands of jobs on offer each day, now is the perfect time to get a qualification in this major.

### CAREER OUTCOME

- Social media manager
- Digital marketing specialist
- Content manager and content strategists
- Email marketing specialist
- Marketing Specialist
- Public Relations Professional

#### Year 1 Semester 1

BUS101 Academic and Business Communication Skills  
BUS102 Marketing Principles  
BUS103 Management Fundamentals  
\*BUS104 Digital Media for Business

#### Year 1 Semester 2

BUS105 Business Information Systems  
BUS106 Accounting Fundamentals  
BUS107 Economic Principles  
\*DMM101 Introduction to Digital Marketing

#### Year 2 Semester 1

BUS109 Human Resource Management  
BUS201 Organisational Behaviour  
\*DMM201 Emerging Trends and Innovation in Digital Marketing  
\*DMM202 Market Research and Digital Analytics

#### Year 2 Semester 2

\*DMM203 Strategies in Digital Advertising  
\*DMM211 Media and User Experience Design  
BUS207 Business Finance  
BUS208 Business Analytics

#### Year 3 Semester 1

\*DMM301 Public Relations in the Digital Age  
BUS302 International Business  
BUS303 Business Practicum  
BUS304 Project Management

#### Year 3 Semester 2

\*DMM302 Inbound Marketing  
BUS306 Applied Business Project  
BUS307 Strategic Thinking  
BUS308 Business Research Fundamentals

\* Core units

## HOSPITALITY & EVENTS MANAGEMENT

Provides a comprehensive overview from marketing and entrepreneurship to venue planning and innovation. In this major you will gain the knowledge and skills you need to become a Food and Beverage Manager, Area Manager or Operations Manager in the tourism or hospitality industry.

### CAREER OUTCOME

- Area Manager or Operations Manager
- Functions manager
- Conference and Events Manager
- Cafe Owner or Manager
- Food and Beverage Manager
- Accommodation and Hospitality Managers
- Cafe or Restaurant Manager
- Conference and Event Organiser
- Hotel or Motel Manager

#### Year 1 Semester 1

BUS101 Academic and Business Communication Skills  
BUS102 Marketing Principles  
BUS103 Management Fundamentals  
\*HEM111 Introduction to Hospitality and Event Management

#### Year 1 Semester 2

BUS105 Business Information Systems  
BUS106 Accounting Fundamentals  
BUS107 Economic Principles  
BUS108 Fundamentals of Entrepreneurship

#### Year 2 Semester 1

BUS109 Human Resource Management  
\*HEM211 Food and Beverage Management  
BUS203 Business Law  
\*HEM212 Rooms - Division Yield Management

#### Year 2 Semester 2

BUS205 Business and Society  
BUS206 Business Ethics and Governance  
\*HEM213 Event Operations Management  
\*HEM214 Leading & Communicating in Hospitality and Event Management

#### Year 3 Semester 1

BUS301 Leadership  
\*HEM304 International Resort & Wellness Management  
BUS303 Business Practicum  
\*HEM311 Sustainability in Hospitality and Event Management

#### Year 3 Semester 2

\*HEM313 Event Policy, Planning and Risk Management  
BUS306 Applied Business Project  
BUS307 Strategic Thinking  
BUS305 Change Management

\* Core units