

Course Title: Bachelor of Business

The Bachelor of Business and Associate Degree of Business has been created with three specialisation streams: Management, Marketing and Entrepreneurship.



Campus: Preston

| Year Level | Semester 1 | | | | Semester 2 | | | |
|------------|---|------------------------------------|--|--|--------------------------------|--|-----------------------------------|------------------------------|
| 1 | BBS101 Personal and Professional Development | BBS102 Foundations of IT | BBS103 Entrepreneurship | BBS104 Effective Business Enquiry and Communication | BBS105 Marketing Principles | BBS106 Introduction to Business Law | BBS107 Foundations of Business | BBS108 Economics |
| 2 | BBS201 Accounting for Managers | BBS202 Business Decision Making | Elective 1 | BBS203 Innovation and Creativity | BBS204 Project Management | BBS205 People & Culture | BBS206 Financial Management | Elective 2 |
| 3 | BBS301 Advanced Marketing Concepts | Elective 3 | BBS302 Values, Ethics and Attitudes | BBS303 Capstone Project 1 | BBS304 Intrapreneurship | Elective 4 | BBS305 Global Business | BBS306 Capstone Project 2 |

Electives:

- ▶ Students can choose a subject from any Elective.
- ▶ Students also have the opportunity to take any accredited and currently delivered Melbourne Polytechnic unit that is an AQF equivalent level.

LEGEND

| | |
|---|---|
| Core units | Electives |
|  |  |

*Electives
Continued Next Page*

This training may be delivered with Victorian and Commonwealth Government funding.
Information correct at August 2018 © MELBOURNE POLYTECHNIC



**MELBOURNE
POLYTECHNIC**



Course Title: Bachelor of Business

Campus: Preston

Management Stream

| | | |
|-----------------------|------------|--|
| 2nd year electives | Elective 1 | BBS207 Management Fundamentals |
| | Elective 2 | BBS209 E Business and Supply Chain Management |
| 3rd year electives | Elective 3 | BBS307 Business Strategy |
| | Elective 4 | BBS308 Contemporary Leadership |

Marketing Stream

| | | |
|--|------------|--|
| 2nd year electives (Electives 2/3 select 1) | Elective 1 | BBS210 Sales and Marketing |
| | Elective 2 | BBS211 Design Thinking |
| | Elective 3 | BBS209 E Business and Supply Chain Management |
| 3rd year electives | Elective 4 | BBS310 Integrated Marketing Communications |
| | Elective 5 | BBS309 Marketing Research |

Entrepreneurship Stream

| | | |
|---|------------|---|
| 2nd year electives | Elective 1 | BBS211 Design Thinking |
| | Elective 2 | BBS208 Evaluate New Business Opportunities |
| 3rd year electives (Elective 3/4 select 1 Elective 5/6 select 1) | Elective 3 | BBS307 Business Strategy |
| | Elective 4 | BBS311 Lean Start-Up Methodology |
| | Elective 5 | BBS312 Entrepreneurial Finance |
| | Elective 6 | BBS309 Marketing Research |

LEGEND

Core units Electives



*This training may be delivered with Victorian and Commonwealth Government funding.
Information correct at August 2018 © MELBOURNE POLYTECHNIC*