

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.

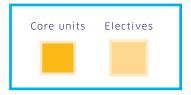
Campus: Preston

Year Level				Semester 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



Electives Continued Next Page

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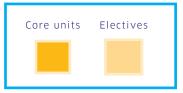
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Management Stream				
2nd year electives	Elective 1	BBS207 Management Fundamentals		
	Elective 2	BBS209 E Business and Supply Chain Management		
3rd year electives	Elective 3	BBS307 Business Strategy		
	Elective 4	BBS308 Contemporary Leadership		

Marketing Stream					
2nd year electives	Elective 1	BBS210 Sales and Marketing			
(Electives 2/3 select 1)	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	BBS307 Business Strategy			
(Elective 3/4 select 1 Elective 5/6 select 1)	Elective 4	BBS311 Lean Start-Up Methodology			
	Elective 5	BBS312 Entrepreneurial Finance			
	Elective 6	BBS309 Marketing Research			

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