

## Bachelor of Applied Entrepreneurship (Online) (334JA.1)

Please note these are the 2019 details for this course

### Domestic students

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|                |  |
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| Selection rank | 60   |
|                | <b>Note:</b><br>The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand. |

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| English language requirements | An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).<br><a href="#">View IELTS equivalences</a> |
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|          |           |
|----------|-----------|
| Duration | 3.0 years |
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| UAC code | 361207 |
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|---------|---------------------------------------|
| Faculty | Faculty of Business, Government & Law |
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| Discipline | Canberra Business School |
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| Location | UC - Ducere, Online |
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### International students

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| Academic entry requirements | To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our academic entry requirements page.<br><a href="#">View UC's academic entry requirements</a> |
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| English language requirements | An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).<br><a href="#">View IELTS equivalences</a> |
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| Faculty | Faculty of Business, Government & Law |
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| Discipline | Canberra Business School |
| Location   | UC - Ducere, Online      |
| Duration   | 3.0 years                |

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## About this course

### Combine your passion for business through leadership

Our Bachelor of Applied Entrepreneurship (Online) is specifically designed for students with the enthusiasm and ambition to either start their own venture, or further develop one they are already associated with. You'll gain a broad foundation of business skills tailored to the needs of entrepreneurs and business leaders who have a desire to create a better future. Through the delivery of unique learning experiences, students will be prepared to be an outstanding future business leader.

### Study a Bachelor of Entrepreneurship (Online) at UC and you will:

- gain an in-depth understanding of the theories and dynamics of entrepreneurship
- develop skills to identify, analyse and solve entrepreneurial challenges within new and established organisations
- understand market dynamics, trends and opportunities that can be utilised for further business development
- explore the unique challenges that come with the development of new ventures or start-ups
- develop a broad and coherent knowledge of the environmental, social and financial impacts of business decisions.

## Work Integrated Learning

Throughout the duration of this course, you will work your way through a unique learning experience that includes tailored learning activities, and unique and exclusive video content from a range of global leaders to assist you in the development of detailed and strategic business plans.

## Career opportunities

- Entrepreneur
- Social Entrepreneur
- Venture Capital Analyst
- Marketing Managers
- Executive Managers

## Course specific information

All content is available online and the unit can be commenced within the teaching periods displayed under the 'Admissions' tab.

## Admission requirements

Admission to this course is based on an entrance rank. A rank can be achieved by the following means:

- Year 12 ATAR
- other Australian Qualification
- work experience
- overseas qualification

We also offer a number of entry initiatives that give you the opportunity to gain entry to the University via alternate pathway programs and admissions schemes.

More information is available on our Alternative Entry page: <http://www.canberra.edu.au/future-students/applications/apply-now/alternative->

entry

## Assumed knowledge

None.

## Periods course is open for new admissions

This course is not open for new admissions.

## Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules](#) and [university policy](#). Credit is not permitted towards completion of a graduate certificate.

## Course requirements

### Bachelor of Applied Entrepreneurship (Online) (334JA) | 72 credit points

Required - 48 credit points as follows

Minor in Applied Entrepreneurship Fundamentals (MN0199) | 12 credit points

Required - Must pass 12 credit points as follows

Fundamentals of Entrepreneurship (9924) | 3 credit points – Level 1

Fundamentals of Management (9926) | 3 credit points – Level 1

Fundamentals of Project Management (9927) | 3 credit points – Level 1

Fundamentals of Marketing (9958) | 3 credit points – Level 1

Major in Applied Entrepreneurship (Restricted) (MJ0266) | 18 credit points

Required - Must pass 15 credit points as follows

Introduction to Innovation (9928) | 3 credit points – Level 1

Competitive Market Positioning (9929) | 3 credit points – Level 1

Corporate Structuring and Business Law (9931) | 3 credit points – Level 2

Digital Business and Disruption (9933) | 3 credit points – Level 2

Social Enterprise (9963) | 3 credit points – Level 1

Restricted Choice - Must pass 3 credit points from the following

Business Model Analysis (9959) | 3 credit points – Level 1

Business Model Development (10279) | 3 credit points – Level 1

Required Units - Must pass 18 credit points as follows

Advanced Digital Marketing (9932) | 3 credit points – Level 2

Managing Money and Finances (9934) | 3 credit points – Level 2

The Global Economy (9936) | 3 credit points – Level 3

Applied Leadership (9937) | 3 credit points – Level 3

Big Data (9938) | 3 credit points – Level 3

Venture Capital Raising (9961) | 3 credit points – Level 3

Restricted Choice - Must select 1 of the following

Option 1 - 24 credit points as follows

Major in New Venture Development (Restricted) (MJ0270) | 24 credit points

**Required - Must pass 24 credit points as follows**

Applied Entrepreneurship - Concept Development and Validation (6cp) (9939) | 6 credit points – Level 2

Applied Entrepreneurship - Fundraising and Pitching (6cp) (9941) | 6 credit points – Level 3

Applied Entrepreneurship - Promotions and Launch (6cp) (9942) | 6 credit points – Level 3

Applied Entrepreneurship - Pilot Development and Implementation (6cp) (9962) | 6 credit points – Level 2

**Option 2 - 24 credit points as follows**

**Open Electives - 18 credit points from the following**

- Unit Levels: In selecting electives students should note that no more than 30 credit points at Level 1 is permitted for the entire course.

Note:

- Must pass 18 credit points of elective units approved by the Course Convener.

**Required - Must pass 6 credit points as follows**

Applied Entrepreneurship - Concept Development and Validation (6cp) (9939) | 6 credit points – Level 2

In addition to course requirements, in order to successfully complete your course you may need to meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

## Typical study pattern

### UC - Ducere, Online

This course is delivered online. The recommended study sequence is to complete the units in the following order

**First 24 Credit Pts**

|   |                                  |                                   |   |                                   |                                       |                          |
|---|----------------------------------|-----------------------------------|---|-----------------------------------|---------------------------------------|--------------------------|
| 1.                                      | 2.                               | 3.                                | 4.  | 5.                                | 6.                                    | 8.                       |
| Fundamentals of Entrepreneurship (9924) | Fundamentals of Marketing (9958) | Fundamentals of Management (9926) | Fundamentals of Project Management (9927) | Introduction to Innovation (9928) | Competitive Market Positioning (9929) | Social Enterprise (9963) |

**Second 24 Credit Pts**

|   |                                   |  |                                    |  |  |                               |
|---|-----------------------------------|--|------------------------------------|--|--|-------------------------------|
| 1.  | 2.                                | 3.   | 4.                                 | 5.                                     | 6.   | 7.                            |
| Corporate Structuring and Business Law (9931) | Advanced Digital Marketing (9932) | Applied Entrepreneurship - Concept Development and Validation (6cp) (9939) | Managing Money and Finances (9934) | Digital Business and Disruption (9933) | Applied Entrepreneurship - Pilot Development and Implementation (6cp) (9962) | MJ0266 Restricted Choice Unit |

**Third 24 Credit Pts**

|    |    |    |    |    |    |
|----|----|----|----|----|----|
| 1. | 2. | 3. | 4. | 5. | 6. |
|----|----|----|----|----|----|

## Course information

### Course duration

3 years full time or equivalent

### Learning outcomes

| Learning outcomes   | Related graduate attributes          |
|---|--------------------------------------|
| 1. Graduates will develop an in-depth understanding of the theories and dynamics of entrepreneurship, in order to identify legitimate business opportunities.   | - UC graduates are professional      |
| 2. This course will develop the students' skills to identify, analyse and solve entrepreneurial challenges within both new and established organisations, fusing both traditional and modern approaches towards achieving best possible outcomes.             | - UC graduates are global citizens   |
| 3. Develop the skills and understanding to utilise digitally enabled or enhanced technologies and methodologies, to gain insights into market dynamics, trends and opportunities that can be utilised for further development of established or new ventures. | - UC graduates are professional      |
| 4. Graduates will develop in-depth understanding of the unique challenges that come with the development of new ventures as part of a start-up or established organisation, as well as the strategies that can be utilised to overcome them.                  | - UC graduates are lifelong learners |
| 5. Graduates will develop a broad and coherent knowledge of the 'triple bottom line' of business, considering the impacts business decisions have on not only financial outcomes, but also social and environmental outcomes.                                 | - UC graduates are global citizens   |

### Majors

- [Major in Applied Entrepreneurship \(Restricted\) \(MJ0266\)](#)
- [Minor in Applied Entrepreneurship Fundamentals \(MN0199\)](#)
- [Major in New Venture Development \(Restricted\) \(MJ0270\)](#)

### Awards

| Award                                | Official abbreviation |
|--------------------------------------|-----------------------|
| Bachelor of Applied Entrepreneurship | B AppEntrepreneurship |

## Honours

None.

## Alternative exits

Diploma of Applied Entrepreneurship (after successful completion of 24cp from the course) Associate Degree of Applied Entrepreneurship (after successful completion of 48cp from the course)

## Enquiries

| Student category                   | Contact details  |
|------------------------------------|--|
| Prospective Domestic Students      | Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> Ph 1800 UNI CAN (1800 864 226)  |
| Prospective International Students | Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> , Tel +61 2 6201 5342   |
| Current and Commencing Students    | In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email <a href="mailto:bglstudent@canberra.edu.au">bglstudent@canberra.edu.au</a> |

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UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.