

Bachelor of Business/ Bachelor of Communication and Media (MGAR01.1)

Please note these are the 2024 details for this course

Domestic students

Selection rank	60 Note: 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). View IELTS equivalences
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Duration	4.0 years
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UAC code	361542
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Faculty	Faculty of Business, Government & Law
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Discipline	School of Arts and Communications Canberra Business School
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Location	UC - Canberra, Bruce
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Fees 

Per Unit	Per Annum	Full Course
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International students

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.

[View UC's academic entry requirements](#)

English language requirements

An IELTS Academic score of 6.0 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

CRICOS code

099007G

Faculty

Faculty of Business, Government & Law

Discipline

School of Arts and Communications
Canberra Business School

Location

UC - Canberra, Bruce

Duration

4.0 years

Fees 

Per Unit	Per Annum	Full Course
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About this course

Manage, Communicate, Inspire and Influence

Take the theoretical knowledge and practical skills of business and mix it with the creative, critical, professional and personal capabilities of communication and media, to create a career bursting with opportunities with the Bachelor of Business – Bachelor of Communication and Media course.

This is a management training course where you will gain broad and coherent theoretical and technical knowledge in a range of business core areas, with a focus on a communication pathway such as: Journalism, Marketing Communication, Corporate and Public Communication or Sports Media.

Collectively this double degree will give you a comprehensive understanding of business management and communication and media, giving you the professional expertise and qualifications to take responsibility for a variety of projects across a wide range of industries.

If taking control of a project and managing to a successful outcome is your idea of a worthwhile challenge, then the Bachelor of Business / Bachelor of Communication and Media is the perfect platform from which to launch your management career.

Study a Bachelor of Business / Bachelor of Communication and Media at UC and you will:

- acquire theoretical knowledge to reflect critically on professional practice in the areas of business analysis, change management and implementation
- apply professional judgement and knowledge in adapting marketing communication theories, principles and methodologies across diverse social, cultural and organisational contexts
- learn strategy and campaign development; social and digital analytics; the basics of graphic design and visual language; multi-media production and stakeholder management
- critically evaluate a range of core business skills to find solutions to future work challenges in legal, economic and global business environments
- develop experience of professional management in work and organisations demonstrating creativity and initiative in new situations
- create professional communication and media outputs which support, promote or critique a range of domestic and global programs or issues
- apply a range of ethical, socially responsible and sustainable solutions in a changing business environment.

Career opportunities

The UC Bachelor of Business / Bachelor of Communication and Media is a double degree is a globally recognised qualification that will give you the knowledge, skills and qualifications that are both highly transferrable and in demand across an extremely wide range of industries in both the public and private sectors including:

- chief executive officer
- chief financial officer
- chief operating officer
- managing director
- director
- general manager
- marketing manager
- administrative services manager
- project manager
- commercial director
- head of operations
- business manager
- assistant director
- deputy manager

- freelance public relations consultant
- public affairs manager
- corporate communications manager
- community relations officer
- media manager
- communication strategist
- marketing manager
- social media/online community manager
- communication officer or manager
- fundraising/sponsorship manager
- business analyst
- data scientist
- systems architect
- information systems manager
- solutions engineer

Professional accreditation

Refer to individual courses.

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

Year	Location	Teaching period	Teaching start date	Domestic	International
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2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

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 Business/ Bachelor of Communication and Media (MGAR01) | 96 credit points

Restricted Choice - 48 credit points as follows

[Expand All](#) | [Collapse All](#)

Communication and Media - Must select 1 of the following

Specialist Major in Journalism (SM0007) | 24 credit points

Required - Must pass 24 credit points as follows

[Journalism Now and Next \(11084\) | 3 credit points – Level 1](#)

[Street Stories \(11085\) | 3 credit points – Level 1](#)

[Sound Stories \(11086\) | 3 credit points – Level 2](#)

[In-Depth: Feature and Specialist Writing \(11087\) | 3 credit points – Level 3](#)

[Data Journalism \(11088\) | 3 credit points – Level 2](#)

[Video Live \(11089\) | 3 credit points – Level 2](#)

[Newsfeed \(11090\) | 3 credit points – Level 3](#)

[Advocacy and Influence: Shaping Public Opinion \(11091\) | 3 credit points – Level 3](#)

Specialist Major in Marketing Communication (SM0008) | 24 credit points

Required - Must pass 24 credit points as follows

[Visual Representation Techniques \(11041\) | 3 credit points – Level 1](#)

[Foundations of Marketing Communication \(11096\) | 3 credit points – Level 1](#)

[Managing Brands \(11097\) | 3 credit points – Level 1](#)

Media Analysis and Planning (11098) | 3 credit points – Level 2

Marketing Communication Strategy (11099) | 3 credit points – Level 2

The Craft of Creative Communication (11100) | 3 credit points – Level 3

Stakeholder Engagement (11101) | 3 credit points – Level 2

Global Brand Communication (11102) | 3 credit points – Level 3

Specialist Major in Corporate and Public Communication (SM0006) | 24 credit points

Required - Must pass 24 credit points as follows

Visual Representation Techniques (11041) | 3 credit points – Level 1

Advocacy and Influence: Shaping Public Opinion (11091) | 3 credit points – Level 3

Managing Brands (11097) | 3 credit points – Level 1

Corporate and Public Communication Foundations (11103) | 3 credit points – Level 1

Digital Engagement and Analytics (11104) | 3 credit points – Level 2

Strategic Communication Research and Planning (11105) | 3 credit points – Level 2

Organisational Communication (11106) | 3 credit points – Level 3

Strategic Project Management (11107) | 3 credit points – Level 3

Specialist Major in Sports Media (SM0009) | 24 credit points

Required - Must pass 15 credit points as follows

In-Depth: Feature and Specialist Writing (11087) | 3 credit points – Level 3

Data Journalism (11088) | 3 credit points – Level 2

Video Live (11089) | 3 credit points – Level 2

Newsfeed (11090) | 3 credit points – Level 3

Sideline Eye: Sports Reporting (11093) | 3 credit points – Level 1

Restricted Choice - Must pass 9 credit points as follows

Part A - Must pass 3 credit points from the following

Game On: Sports Journalism Foundations (11092) | 3 credit points – Level 1

Game On: Sports Media Foundations (11932) | 3 credit points – Level 1

Note:

- From S2 2023 unit 11092 Game On: Sports Journalism Foundations has been replaced with 11932 Game On: Sports Media Foundations.

Part B - Must pass 3 credit points from the following

[Live and Exclusive: Sports Broadcasting \(11094\) | 3 credit points – Level 2](#)

[Sports Broadcasting \(11933\) | 3 credit points – Level 2](#)

Note:

- From S2 2023 unit 11094 Live and Exclusive: Sports Broadcasting has been replaced with 11933 Sports Broadcasting.

Part C - Must pass 3 credit points from the following

[The Sports Journalist: Ethical, Lawful and Professional \(11095\) | 3 credit points – Level 3](#)

[Sports Media and Society \(11934\) | 3 credit points – Level 3](#)

Note:

- From S2 2023 unit 11095 The Sports Journalist: Ethical, Lawful and Professional has been replaced with 11934 Sports Media and Society.

Business - Must select 1 of the following

Specialist Major in Marketing (SM0025) | 24 credit points

Required - Must pass 24 credit points as follows

[Marketing Fundamentals \(11176\) | 3 credit points – Level 1](#)

[Negotiation and Sales Management \(11177\) | 3 credit points – Level 1](#)

[Consumer and Buyer Behaviour \(11178\) | 3 credit points – Level 2](#)

[Digital Marketing \(11179\) | 3 credit points – Level 3](#)

[Marketing Research Methods \(11180\) | 3 credit points – Level 2](#)

[Relationship Marketing \(11181\) | 3 credit points – Level 3](#)

[International Marketing \(11182\) | 3 credit points – Level 3](#)

[Strategic Marketing Management \(11183\) | 3 credit points – Level 3](#)

Specialist Major in Service Management (SM0026) | 24 credit points

Required - Must pass 21 credit points as follows

Marketing Fundamentals (11176) | 3 credit points – Level 1

Consumer and Buyer Behaviour (11178) | 3 credit points – Level 2

Service Management (11184) | 3 credit points – Level 1

Service Operations, Technology and Interfaces (11185) | 3 credit points – Level 3

Service Systems, Transformation and Wellbeing (11186) | 3 credit points – Level 3

Business Models and Value Creation (11187) | 3 credit points – Level 3

Service Design Project (11188) | 3 credit points – Level 3

Restricted Choice - Must pass 3 credit points from the following

Introduction to Interaction and User-Centred Design (11043) | 3 credit points – Level 1

Organisational Behaviour (11189) | 3 credit points – Level 2

Indigenous and Cultural Entrepreneurship (11190) | 3 credit points – Level 3

Introduction to Interaction Design (11655) | 3 credit points – Level 1

Note:

- From 2021 unit 11043 has been replaced by unit 11655.

Specialist Major in Entrepreneurship and Innovation (SM0020) | 24 credit points

Required - Must pass 24 credit points as follows

Marketing Fundamentals (11176) | 3 credit points – Level 1

Indigenous and Cultural Entrepreneurship (11190) | 3 credit points – Level 3

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198) | 3 credit points – Level 1

Business Start Up Essentials (11199) | 3 credit points – Level 1

Entrepreneurship in Government and Large Organisations (11200) | 3 credit points – Level 2

Creative and Critical Thinking for Problem Solving (11201) | 3 credit points – Level 2

Innovation Management (11202) | 3 credit points – Level 2

Commercialising Your Business Idea (11203) | 3 credit points – Level 3

Specialist Major in Human Resource Management (SM0022) | 24 credit points

Required - Must pass 24 credit points as follows

Organisational Behaviour (11189) | 3 credit points – Level 2

Managing Human Capital (11191) | 3 credit points – Level 1

Sustaining the Employment Relationship (11192) | 3 credit points – Level 1

Sourcing and Building Capability (11193) | 3 credit points – Level 2

Shaping Behaviour and Strengthening Performance (11194) | 3 credit points – Level 3

Workplace Law in Context (11195) | 3 credit points – Level 3

Integrating and Aligning Human Capital (11196) | 3 credit points – Level 3

Industry Project (11197) | 3 credit points – Level 3

Specialist Major in International Business (SM0023) | 24 credit points

Required - Must pass 24 credit points as follows

Marketing Fundamentals (11176) | 3 credit points – Level 1

International Marketing (11182) | 3 credit points – Level 3

Introduction to International Business (11204) | 3 credit points – Level 1

Global E-Business (11205) | 3 credit points – Level 2

Asia Pacific Business (11206) | 3 credit points – Level 2

International Economics (11207) | 3 credit points – Level 3

Cost Benefit Analysis (11208) | 3 credit points – Level 3

Economic Development (11209) | 3 credit points – Level 3

Specialist Major in Management (SM0024) | 24 credit points

Required - Must pass 24 credit points as follows

Service Management (11184) | 3 credit points – Level 1

Organisational Behaviour (11189) | 3 credit points – Level 2

Managing Human Capital (11191) | 3 credit points – Level 1

Workplace Law in Context (11195) | 3 credit points – Level 3

Industry Project (11197) | 3 credit points – Level 3

Creative and Critical Thinking for Problem Solving (11201) | 3 credit points – Level 2

Climate Change and Sustainable Business Futures (11318) | 3 credit points – Level 2

Negotiation (11319) | 3 credit points – Level 3

Specialist Major in Sport Management (SM0027) | 24 credit points

Required - Must pass 24 credit points as follows

Principles of Sport Delivery (11559) | 3 credit points – Level 1

Stakeholder Engagement in Sport (11560) | 3 credit points – Level 1

High Performance Sport Management (11561) | 3 credit points – Level 2

Sport Innovation and Program Development (11562) | 3 credit points – Level 2

Sport Governance and Policy (11563) | 3 credit points – Level 2

Sports Integrity, Ethics and Law (11564) | 3 credit points – Level 2

The Commercialisation of Sport (11565) | 3 credit points – Level 3

Leadership in Sport (11566) | 3 credit points – Level 3

- The new Specialist Major in Sport Management is available from Semester 1, 2020.

- Specialist majors determine the course award names. E.g. Completing a Major in Marketing & a Major in Journalism leads to the awards B Business (Marketing) & B Communication & Media (Journalism).

Required - 48 credit points as follows

Core Major in Communication and Media (CM0002) | 24 credit points

Required - Must pass 18 credit points as follows

Professional Orientation (Communication and Media) (10335) | 3 credit points – Level 1

The Art and Power of Communication (11079) | 3 credit points – Level 1

Digital Media Fundamentals (11080) | 3 credit points – Level 1

Producing Credible Communication (11081) | 3 credit points – Level 1

Engaging Audiences (11082) | 3 credit points – Level 1

Professional Evidence (Communication and Media) (11083) | 3 credit points – Level 3

Restricted Choice - Must pass 6 credit points from the following

Professional Practice 1: Work Integrated Learning (11017) | 3 credit points – Level 2

Professional Practice 2: Work Integrated Learning (11018) | 3 credit points – Level 3

Professional Practice Internship (11575) | 6 credit points – Level 3

Professional Practice (Internships A) (11829) | 3 credit points – Level 2

Professional Practice (Specialist Skills) (11830) | 3 credit points – Level 2

Professional Practice (Internships B) (11832) | 3 credit points – Level 3

Professional Practice (Industry and Creative Projects) (11833) | 3 credit points – Level 3

Note:

- 1. From 2022 11017 Professional Practice 1: Work Integrated Learning and 11018 Professional Practice 2: Work Integrated Learning are no longer offered.

- 2. Students in the Sports Media specialisation must complete unit 11575. All other students must select two units from 11829, 11830, 11832 and 11833.

Core Major in Business (CM0014) | 24 credit points

Required - Must pass 18 credit points as follows

Business Decision Making (11009) | 3 credit points – Level 1

Professional Orientation (Business) (11011) | 3 credit points – Level 1

Business Research Methods (11172) | 3 credit points – Level 1

Professional Evidence (Business) (11173) | 3 credit points – Level 3

Introduction to Management (11174) | 3 credit points – Level 1

Introduction to Economics (11175) | 3 credit points – Level 1

Restricted Choice - Must pass 6 credit points from the following

International Business Study Tour (9628) | 3 credit points – Level 2

Business, Government & Law Extended Internship (10158) | 6 credit points – Level 3

Business, Government & Law Professional Internship (10236) | 12 credit points – Level 3

BGL Internship (Commerce) (11166) | 3 credit points – Level 3

BGL Internship (Business and Management) (11167) | 3 credit points – Level 3

BGL Internship (Government and Policy) (11168) | 3 credit points – Level 3

Organisational Communications, Culture and Change (11169) | 3 credit points – Level 3

Business Communication (11170) | 3 credit points – Level 2

Social Enterprise (11379) | 3 credit points – Level 2

Note:

- Credit Points: Students who want to do more than 6 credit points from this list may count them towards Open Electives.
- International Exchange: Students may also choose to undertake units at an international institution, subject to approval by the Program Director.

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

Typical study pattern

UC - Canberra, Bruce

Business (Entrepreneurship & Innovation)

with Communication & Media (Corporate & Public Comm) - Full Time, Sem 1

Commencing

Year 1

Semester 1

[The Entrepreneurial Mind - Foundations of Entrepreneurship \(11198\)](#)

[10335 Professional Orientation \(Communication & Media\) OR 11011 Professional Orientation \(Business\)](#)

[Corporate and Public Communication Foundations \(11103\)](#)

[The Art and Power of Communication \(11079\)](#)

Semester 2

[Engaging Audiences \(11082\)](#)

[Introduction to Management \(11174\)](#)

[Managing Brands \(11097\)](#)

[Marketing Fundamentals \(11176\)](#)

Year 2

Semester 1

[Business Start Up Essentials \(11199\)](#)

[Digital Media Fundamentals \(11080\)](#)

[Introduction to Economics \(11175\)](#)

[Strategic Communication Research and Planning \(11105\)](#)

Semester 2

[Business Decision Making \(11009\)](#)

[Creative and Critical Thinking for Problem Solving \(11201\)](#)

[Digital Engagement and Analytics \(11104\)](#)

[Producing Credible Communication \(11081\)](#)

Year 3

Semester 1

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

[Business Research Methods \(11172\)](#)

[Social Enterprise \(11379\)](#)

[Visual Representation Techniques \(11041\)](#)

Semester 2

[Advocacy and Influence: Shaping Public Opinion \(11091\)](#)

[Innovation Management \(11202\)](#)

11829 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

CM0014 Restricted Choice unit

Year 4**Semester 1**

[Entrepreneurship in Government and Large Organisations \(11200\)](#)

[Indigenous and Cultural Entrepreneurship \(11190\)](#)

[Strategic Project Management \(11107\)](#)

Open Elective Unit

Semester 2

[Commercialising Your Business Idea \(11203\)](#)

[Organisational Communication \(11106\)](#)

[Professional Evidence \(Business\) \(11173\)](#)

[Professional Evidence \(Communication and Media\) \(11083\)](#)

with Communication & Media (Corporate & Public Comm) - Full Time, Sem 2
Commencing

Year 1**Semester 2**

[Engaging Audiences \(11082\)](#)

[Introduction to Management \(11174\)](#)

10335 Professional Orientation (Communication & Media) OR 11011 Professional Orientation (Business)

Managing Brands (11097)

Year 2

Semester 1

Corporate and Public Communication Foundations (11103)

Introduction to Economics (11175)

The Art and Power of Communication (11079)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Decision Making (11009)

Digital Engagement and Analytics (11104)

Marketing Fundamentals (11176)

Producing Credible Communication (11081)

Year 3

Semester 1

Business Start Up Essentials (11199)

Digital Media Fundamentals (11080)

Social Enterprise (11379)

Strategic Communication Research and Planning (11105)

Semester 2

Open Elective Unit

Creative and Critical Thinking for Problem Solving (11201)

11829 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Advocacy and Influence: Shaping Public Opinion (11091)

Year 4

Semester 1

Business Research Methods (11172)

Entrepreneurship in Government and Large Organisations (11200)

Visual Representation Techniques (11041)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative

Projects)

Semester 2

Innovation Management (11202)

Organisational Communication (11106)

CM0014 Restricted Choice unit

Commercialising Your Business Idea (11203)

Year 5

Semester 1

Indigenous and Cultural Entrepreneurship (11190)

Professional Evidence (Business) (11173)

Professional Evidence (Communication and Media) (11083)

Strategic Project Management (11107)

with Communication & Media (Journalism) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Journalism Now and Next (11084)

10335 Professional Orientation (Communication & Media) OR 11011 Professional Orientation (Business)

The Art and Power of Communication (11079)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Engaging Audiences (11082)

Introduction to Management (11174)

Marketing Fundamentals (11176)

Street Stories (11085)

Year 2

Semester 1

Business Start Up Essentials (11199)

Digital Media Fundamentals (11080)

Introduction to Economics (11175)

Sound Stories (11086)

Semester 2

Business Decision Making (11009)

Creative and Critical Thinking for Problem Solving (11201)

In-Depth: Feature and Specialist Writing (11087)

Producing Credible Communication (11081)

Year 3

Semester 1

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Business Research Methods (11172)

Data Journalism (11088)

Social Enterprise (11379)

Semester 2

Innovation Management (11202)

Video Live (11089)

11829 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

CM0014 Restricted Choice unit

Year 4

Semester 1

Entrepreneurship in Government and Large Organisations (11200)

Indigenous and Cultural Entrepreneurship (11190)

Newsfeed (11090)

Open Elective Unit

Semester 2

Advocacy and Influence: Shaping Public Opinion (11091)

Commercialising Your Business Idea (11203)

Professional Evidence (Business) (11173)

Professional Evidence (Communication and Media) (11083)

with Communication & Media (Journalism) - Full Time, Sem 2 Commencing

Year 1

Semester 2

[Engaging Audiences \(11082\)](#)

10335 Professional Orientation (Communication & Media) OR 11011 Professional Orientation (Business)

[Introduction to Management \(11174\)](#)

[Street Stories \(11085\)](#)

Year 2

Semester 1

[Introduction to Economics \(11175\)](#)

[Journalism Now and Next \(11084\)](#)

[The Art and Power of Communication \(11079\)](#)

[The Entrepreneurial Mind - Foundations of Entrepreneurship \(11198\)](#)

Semester 2

[Business Decision Making \(11009\)](#)

[In-Depth: Feature and Specialist Writing \(11087\)](#)

[Marketing Fundamentals \(11176\)](#)

[Producing Credible Communication \(11081\)](#)

Year 3

Semester 1

[Business Start Up Essentials \(11199\)](#)

[Digital Media Fundamentals \(11080\)](#)

[Social Enterprise \(11379\)](#)

[Sound Stories \(11086\)](#)

Semester 2

Open Elective Unit

11829 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

[Creative and Critical Thinking for Problem Solving \(11201\)](#)

[Video Live \(11089\)](#)

Year 4

Semester 1

Data Journalism (11088)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Business Research Methods (11172)

Entrepreneurship in Government and Large Organisations (11200)

Semester 2

Advocacy and Influence: Shaping Public Opinion (11091)

Commercialising Your Business Idea (11203)

Innovation Management (11202)

CM0014 Restricted Choice unit

Year 5

Semester 1

Indigenous and Cultural Entrepreneurship (11190)

Newsfeed (11090)

Professional Evidence (Business) (11173)

Professional Evidence (Communication and Media) (11083)

with Communication & Media (Marketing Comm) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Foundations of Marketing Communication (11096)

10335 Professional Orientation (Communication & Media) OR 11011 Professional Orientation (Business)

The Art and Power of Communication (11079)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Engaging Audiences (11082)

Introduction to Management (11174)

Managing Brands (11097)

Marketing Fundamentals (11176)

Year 2

Semester 1

Business Start Up Essentials (11199)

Digital Media Fundamentals (11080)

Introduction to Economics (11175)

Marketing Communication Strategy (11099)

Semester 2

Business Decision Making (11009)

Creative and Critical Thinking for Problem Solving (11201)

Producing Credible Communication (11081)

Stakeholder Engagement (11101)

Year 3

Semester 1

Business Research Methods (11172)

Visual Representation Techniques (11041)

11832 Professional Practice (Internships B) OR 11833 Professional Practice (Industry and Creative Projects)

Social Enterprise (11379)

Semester 2

Innovation Management (11202)

Media Analysis and Planning (11098)

CM0014 Restricted Choice unit

11829 Professional Practice (Internships A) OR 11830 Professional Practice (Specialist Skills)

Year 4

Semester 1

Entrepreneurship in Government and Large Organisations (11200)

Indigenous and Cultural Entrepreneurship (11190)

The Craft of Creative Communication (11100)

Open Elective Unit

Semester 2

Commercialising Your Business Idea (11203)

Global Brand Communication (11102)

Professional Evidence (Business) (11173)

Professional Evidence (Communication and Media) (11083)

with Communication & Media (Sports Media) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Game On: Sports Journalism Foundations (11092)

10335 Professional Orientation (Communication & Media) OR 11011 Professional Orientation (Business)

The Art and Power of Communication (11079)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Engaging Audiences (11082)

Introduction to Management (11174)

Marketing Fundamentals (11176)

Sideline Eye: Sports Reporting (11093)

Year 2

Semester 1

Business Start Up Essentials (11199)

Digital Media Fundamentals (11080)

Introduction to Economics (11175)

Live and Exclusive: Sports Broadcasting (11094)

Semester 2

Business Decision Making (11009)

Creative and Critical Thinking for Problem Solving (11201)

In-Depth: Feature and Specialist Writing (11087)

Producing Credible Communication (11081)

Year 3

Semester 1

Data Journalism (11088)

Professional Practice Internship (11575)

Social Enterprise (11379)

Semester 2

Video Live (11089)

CM0014 Restricted Choice unit

Business Research Methods (11172)

Innovation Management (11202)

Year 4

Semester 1

Indigenous and Cultural Entrepreneurship (11190)

Open Elective Unit

Entrepreneurship in Government and Large Organisations (11200)

Newsfeed (11090)

Semester 2

Commercialising Your Business Idea (11203)

Professional Evidence (Business) (11173)

Professional Evidence (Communication and Media) (11083)

The Sports Journalist: Ethical, Lawful and Professional (11095)

with Communication & Media (Sports Media) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Engaging Audiences (11082)

Introduction to Management (11174)

10335 Professional Orientation (Communication & Media) OR 11011 Professional Orientation (Business)

Sideline Eye: Sports Reporting (11093)

Year 2

Semester 1

Game On: Sports Journalism Foundations (11092)

Introduction to Economics (11175)

The Art and Power of Communication (11079)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Decision Making (11009)

In-Depth: Feature and Specialist Writing (11087)

Marketing Fundamentals (11176)

Producing Credible Communication (11081)

Year 3

Semester 1

Business Start Up Essentials (11199)

Digital Media Fundamentals (11080)

Live and Exclusive: Sports Broadcasting (11094)

Social Enterprise (11379)

Semester 2

Creative and Critical Thinking for Problem Solving (11201)

Professional Practice Internship (11575)

Video Live (11089)

Year 4

Semester 1

Business Research Methods (11172)

Data Journalism (11088)

Entrepreneurship in Government and Large Organisations (11200)

Open Elective Unit

Semester 2

The Sports Journalist: Ethical, Lawful and Professional (11095)

CM0014 Restricted Choice unit

Commercialising Your Business Idea (11203)

Innovation Management (11202)

Year 5

Semester 1

Indigenous and Cultural Entrepreneurship (11190)

Newsfeed (11090)

Professional Evidence (Business) (11173)

Professional Evidence (Communication and Media) (11083)

Business (Human Resource Management)

with Communication & Media (Corporate & Public Comm) - Full Time, Sem 1
Commencing

Year 1

Semester 1

Managing Human Capital (11191)

The Art and Power of Communication (11079)

10335 Professional Orientation (Communication & Media) OR 11011 Professional Orientation (Business)

Corporate and Public Communication Foundations (11103)

Semester 2

Business Decision Making (11009)

Engaging Audiences (11082)

Introduction to Management (11174)

Managing Brands (11097)

Year 2

Semester 1

Business Research Methods (11172)

Digital Media Fundamentals (11080)

Introduction to Economics (11175)

Strategic Communication Research and Planning (11105)

Semester 2

Digital Engagement and Analytics (11104)

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Introduction to Management (11174)

Sideline Eye: Sports Reporting (11093)

10335 Professional Orientation (Communication & Media) OR 11011 Professional Orientation (Business)

Engaging Audiences (11082)

Year 2

Semester 1

Game On: Sports Journalism Foundations (11092)

Introduction to Economics (11175)

Service Management (11184)

The Art and Power of Communication (11079)

Semester 2

Business Decision Making (11009)

In-Depth: Feature and Specialist Writing (11087)

Marketing Fundamentals (11176)

Producing Credible Communication (11081)

Year 3

Semester 1

Business Research Methods (11172)

Digital Media Fundamentals (11080)

Live and Exclusive: Sports Broadcasting (11094)

CM0014 Restricted Choice unit

Semester 2

Consumer and Buyer Behaviour (11178)

CM0014 Restricted Choice unit

Service Systems, Transformation and Wellbeing (11186)

Video Live (11089)

Year 4

Semester 1

Open Elective Unit

Business Models and Value Creation (11187)

[Data Journalism \(11088\)](#)

[Service Operations, Technology and Interfaces \(11185\)](#)

Semester 2

[Professional Practice Internship \(11575\)](#)

[Service Design Project \(11188\)](#)

[The Sports Journalist: Ethical, Lawful and Professional \(11095\)](#)

Year 5

Semester 1

[Professional Evidence \(Business\) \(11173\)](#)

SM0026 Service Management Restricted Choice unit

[Newsfeed \(11090\)](#)

[Professional Evidence \(Communication and Media\) \(11083\)](#)

Course information

Course duration

Standard 4 years full time or equivalent. Maximum 10 years.

Learning outcomes

Learning outcomes	Related graduate attributes
Refer to individual courses.	-

Majors

- [Core Major in Business \(CM0014\)](#)
- [Core Major in Communication and Media \(CM0002\)](#)
- [Specialist Major in Sports Media \(SM0009\)](#)
- [Specialist Major in Entrepreneurship and Innovation \(SM0020\)](#)
- [Specialist Major in Marketing Communication \(SM0008\)](#)
- [Specialist Major in Corporate and Public Communication \(SM0006\)](#)
- [Specialist Major in Sport Management \(SM0027\)](#)

- [Specialist Major in Service Management \(SM0026\)](#)
- [Specialist Major in International Business \(SM0023\)](#)
- [Specialist Major in Journalism \(SM0007\)](#)
- [Specialist Major in Human Resource Management \(SM0022\)](#)
- [Specialist Major in Management \(SM0024\)](#)
- [Specialist Major in Marketing \(SM0025\)](#)

Awards

Award	Official abbreviation
Bachelor of Communication and Media (Corporate and Public Communication)	BComm&Media (Corp&PubComm)
Bachelor of Communication and Media (Journalism)	BComm&Media (Jnl)
Bachelor of Communication and Media (Marketing Communication)	BComm&Media (MktgComm)
Bachelor of Communication and Media (Sports Media)	BComm&Media (SportsMedia)
Bachelor of Business (Entrepreneurship and Innovation)	BBus (Entrepreneurship&Innovation)
Bachelor of Business (Human Resource Management)	BBus (HumanResMgt)
Bachelor of Business (International Business)	BBus (IntlBus)
Bachelor of Business (Management)	BBus (Mgt)
Bachelor of Business (Marketing)	BBus (Mktg)
Bachelor of Business (Service Management)	BBus (ServiceMgt)
Bachelor of Business (Sport Management)	BBus (SportMgt)

Honours

Refer to individual courses.

Related courses

- [Bachelor of Business \(Entrepreneurship & Innovation\) \(MGB101\)](#)
- [Bachelor of Business \(Human Resource Management\) \(MGB103\)](#)

- [Bachelor of Business \(International Business\) \(MGB104\)](#)
- [Bachelor of Business \(Management\) \(MGB105\)](#)
- [Bachelor of Business \(Marketing\) \(MGB106\)](#)
- [Bachelor of Business \(Service Management\) \(MGB107\)](#)
- [Bachelor of Business \(Sport Management\) \(MGB108\)](#)
- [Bachelor of Communication and Media \(Corporate and Public Communication\) \(ARB101\)](#)
- [Bachelor of Communication and Media \(Journalism\) \(ARB102\)](#)
- [Bachelor of Communication and Media \(Marketing Communication\) \(ARB103\)](#)
- [Bachelor of Communication and Media \(Sports Media\) \(ARB104\)](#)

Enrolment data

2020 enrolments for this course by location. Please note that enrolment numbers are indicative only and in no way reflect individual class sizes.

Location	Enrolments
UC - Canberra, Bruce	27

Enquiries

Student category	Contact details
Prospective International Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email bglstudent@canberra.edu.au
Prospective Domestic Students	Email study@canberra.edu.au or Phone 1800 UNI CAN 1800 864 226
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email bglstudent@canberra.edu.au

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Scholarships

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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.