



Bachelor of Business/ Bachelor of Design (MGAR02.1)

Please note these are the 2023 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.

English language requirements

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

[View IELTS equivalences](#)

Duration 4.0 years

UAC code 361543

Faculty Faculty of Business, Government & Law

Discipline Canberra Business School
School of Design and the Built Environment

Location UC - Canberra, Bruce

Fees 2022: Commonwealth Supported Place
2021: Commonwealth Supported Place

Disclaimer:

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Students enrolled in a Commonwealth Support Place (CSP) are required to make a contribution towards the cost of their education, which is set by the Commonwealth Government. Information on Commonwealth Supported Places, HECS-HELP and how fees are calculated can be found [here](#).

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

099008G

Faculty

Faculty of Business, Government & Law

Discipline

Canberra Business School
School of Design and the Built Environment

Location

UC - Canberra, Bruce

Duration

4.0 years

Fees

2022: \$32,800 per year

2021: \$32,300 per year

Disclaimer:

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Information on how fees are calculated can be found [here](#).

About this course

Design your ideal management career

Explore the intricacies of design and discover how creativity, form and function can inspire and influence; and combine it with the theoretical knowledge and practical skills of business to forge a career full of meaning, purpose and quantifiable results with the Bachelor of Business / Bachelor of Design double degree.

As a student of design, your job is to create an experience that is functional, beautiful, intuitive, and accessible. As a business student your challenge is learn a range of core business applications and strategies to manage positive outcomes in the context of work, organisations and business.

Combined, these two disciplines will give you the knowledge and skills to establish your own unique career pathway that reflects your passion for design within a structure based on years of business management and strategy.

Taught within a small, more personalised class, this course offers an individually tailored learning environment that ensures that each student receives the highest level of support and encouragement throughout the entire UC study journey.

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

- acquire theoretical knowledge to reflect critically on professional practice in the areas of business analysis, change management and implementation
- identify the different stages of the 'design for manufacture' process
- gain the knowledge and skills necessary to launch your own interaction design business or seek employment within global markets across all industries.
- select appropriate methods, materials and processes for designing and prototyping products
- employ innovative use of different visual and emerging media types across print, screen and packaging
- develop effective design solutions for specific audiences
- select appropriate methods, materials and processes for designing and prototyping products
- learn to apply advanced 2D and 3D digital design technologies
- acquire image-making expertise and the ability to develop visual design artefacts using a range of analogue and digital media.

Career opportunities

The UC Bachelor of Business / Bachelor of Design and Media is a globally recognised qualification that will give you the knowledge, skills and qualifications to either; pursue a career working in private or public organisations or forge your own career as an entrepreneur.

Potential job opportunities that could come from studying this course include:

- design consultant
- design strategist
- product designer
- design researcher
- digital manufacturing designer
- advanced manufacturing designer
- international business development manager
- global account manager
- import/export specialist
- international business consultant
- government policy adviser (international)
- international trade coordinator
- international management consultant
- trade and international economics officer
- international finance manager
- business intelligence manager
- international trade administrator
- strategic planning manager
- foreign affairs officer
- industry association analyst
- international insurance adviser

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
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
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 Design (MGAR02) | 96 credit points

Restricted Choice - 48 credit points as follows

Design - Must select 1 of the following

Specialist Major in Interaction Design (SM0011) | 24 credit points

Required - Must pass 24 credit points as follows

[Human Factors for Interaction Design \(11054\) | 3 credit points – Level 1](#)

[Programming for Design \(11055\) | 3 credit points – Level 1](#)

[Front-end Web Design \(11056\) | 3 credit points – Level 2](#)

[Affective Interaction Design \(11057\) | 3 credit points – Level 2](#)

[Back-end Web Development \(11058\) | 3 credit points – Level 2](#)

[Tangible and Embodied Interaction Design \(11059\) | 3 credit points – Level 2](#)

[Designing for Data Informed User Experience \(11060\) | 3 credit points – Level 3](#)

Social Interaction Design (11061) | 3 credit points – Level 3

Specialist Major in Industrial Design (SM0010) | 24 credit points

Required - Must pass 24 credit points as follows

Industrial Design Fundamentals (11046) | 3 credit points – Level 1

3D Digital Design Fundamentals (11047) | 3 credit points – Level 1

Design for Low-Complexity (11048) | 3 credit points – Level 2

3D Digital Design Advanced (11049) | 3 credit points – Level 2

Design for Medium-Complexity (11050) | 3 credit points – Level 2

Materials and Processes (11051) | 3 credit points – Level 2

Materials and Processes - Advanced (11052) | 3 credit points – Level 3

Design for High-Complexity (11053) | 3 credit points – Level 3

Specialist Major in Visual Communication Design (SM0012) | 24 credit points

Required - Must pass 24 credit points as follows

Visual Communication Theory and Principles (11062) | 3 credit points – Level 1

Principles of Typography and Layout (11063) | 3 credit points – Level 1

Design for Digital Contexts (11064) | 3 credit points – Level 2

Visual Branding and Identity Systems (11065) | 3 credit points – Level 2

Experiential Graphic Design (11066) | 3 credit points – Level 3

Packaging Design and Communication (11067) | 3 credit points – Level 2

Cross-Cultural Design Strategy (11068) | 3 credit points – Level 2

Information Visualisation (11069) | 3 credit points – Level 3

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 majors determine the course award names. E.g. Completing a Major in Marketing & a Major in Industrial Design leads to the awards B Business (Marketing) & B Design (Industrial Design).

Required - 48 credit points as follows

Core Major in Design (CM0003) | 24 credit points

Required - Must pass 15 credit points as follows

- Professional Orientation (Design) (10336) | 3 credit points – Level 1
- Professional Practice 1: Work Integrated Learning (11017) | 3 credit points – Level 2
- Visual Representation Techniques (11041) | 3 credit points – Level 1
- Design Culture and Society (11044) | 3 credit points – Level 1
- Professional Evidence (Design) (11045) | 3 credit points – Level 3

Restricted Choice - 9 credit points as follows

Part B - Must pass 3 credit points from the following

- Introduction to Design Thinking Techniques (11042) | 3 credit points – Level 1
- Design Thinking and User Centered Design (11656) | 3 credit points – Level 1

Note:

- From 2021 unit 11042 has been replaced by unit 11656. Students who have already passed 11042 do not need to pass 11656.

Part C - Must pass 3 credit points from the following

- Professional Practice 2: Work Integrated Learning (11018) | 3 credit points – Level 3
- Professional Practice: WIL Studio 3 (11574) | 3 credit points – Level 3

Note:

- Students enrolled in ARB201 B Design (Industrial Design) must complete 11574 Professional Practice: WIL Studio 3. All other students should complete 11018 Professional Practice 2: WIL.

Part A - Must pass 3 credit points from the following

- Introduction to Interaction and User-Centred Design (11043) | 3 credit points – Level 1
- Introduction to Interaction Design (11655) | 3 credit points – Level 1

Note:

- From 2021 unit 11043 has been replaced by unit 11655. Students who have already passed 11043 do not need to pass 11655.

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 may need to 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 Design (Industrial Design) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Industrial Design Fundamentals (11046)

Visual Representation Techniques (11041)

10336 Professional Orientation (Design) OR 11011

Professional Orientation (Business)

Introduction to Management (11174)

Semester 2

3D Digital Design Fundamentals (11047)

Business Decision Making (11009)

Design Thinking and User Centered Design (11656)

Marketing Fundamentals (11176)

Year 2

Semester 1

Design for Low-Complexity (11048)
 Introduction to Economics (11175)
 Introduction to Interaction Design (11655)
 The Entrepreneurial Mind - Foundations of
 Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)
 Creative and Critical Thinking for Problem Solving (11201)
 Design Culture and Society (11044)
 Design for Medium-Complexity (11050)

Year 3**Semester 1**

3D Digital Design Advanced (11049)
 Entrepreneurship in Government and Large Organisations
 (11200)
 Core Major in Business Restricted Choice unit
 Business Start Up Essentials (11199)

Semester 2

Core Major in Business Restricted Choice unit
 Innovation Management (11202)
 Materials and Processes (11051)
 Professional Practice 1: Work Integrated Learning (11017)

Year 4**Semester 1**

Indigenous and Cultural Entrepreneurship (11190)
 Materials and Processes - Advanced (11052)
 Professional Practice: WIL Studio 3 (11574)
 Open Elective Unit

Semester 2

Commercialising Your Business Idea (11203)
 Design for High-Complexity (11053)
 Professional Evidence (Business) (11173)
 Professional Evidence (Design) (11045)

with Design (Industrial Design) - Full Time, Sem 2 Commencing

Year 1**Semester 2**

Design Culture and Society (11044)
 Design Thinking and User Centered Design (11656)
 Introduction to Economics (11175)
 Introduction to Management (11174)

Year 2**Semester 1**

Industrial Design Fundamentals (11046)
 The Entrepreneurial Mind - Foundations of
 Entrepreneurship (11198)
 Visual Representation Techniques (11041)

Semester 2

3D Digital Design Fundamentals (11047)
 Business Research Methods (11172)
 Creative and Critical Thinking for Problem Solving (11201)
 Marketing Fundamentals (11176)

10336 Professional Orientation (Design) OR 11011

Professional Orientation (Business)

Year 3

Semester 1

Business Decision Making (11009)

Business Start Up Essentials (11199)

Design for Low-Complexity (11048)

Introduction to Interaction Design (11655)

Semester 2

Design for Medium-Complexity (11050)

Innovation Management (11202)

Materials and Processes (11051)

Professional Practice 1: Work Integrated Learning (11017)

Year 4

Semester 1

Core Major in Business Restricted Choice unit

3D Digital Design Advanced (11049)

Indigenous and Cultural Entrepreneurship (11190)

Professional Practice: WIL Studio 3 (11574)

Semester 2

Commercialising Your Business Idea (11203)

Professional Evidence (Design) (11045)

Core Major in Business Restricted Choice unit

Design for High-Complexity (11053)

Year 5

Semester 1

Open Elective Unit

Entrepreneurship in Government and Large Organisations (11200)

Materials and Processes - Advanced (11052)

Professional Evidence (Business) (11173)

with Design (Interaction Design) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Human Factors for Interaction Design (11054)

Introduction to Management (11174)

Visual Representation Techniques (11041)

10336 Professional Orientation (Design) OR 11011

Professional Orientation (Business)

Semester 2

Business Decision Making (11009)

Design Thinking and User Centered Design (11656)

Marketing Fundamentals (11176)

Programming for Design (11055)

Year 2

Semester 1

Front-end Web Design (11056)

Introduction to Economics (11175)

Introduction to Interaction Design (11655)

Semester 2

Back-end Web Development (11058)

Business Research Methods (11172)

Creative and Critical Thinking for Problem Solving (11201)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Design Culture and Society (11044)

Year 3

Semester 1

Affective Interaction Design (11057)

Entrepreneurship in Government and Large Organisations (11200)

Core Major in Business Restricted Choice unit

Business Start Up Essentials (11199)

Semester 2

Innovation Management (11202)

Professional Practice 1: Work Integrated Learning (11017)

Core Major in Business Restricted Choice unit

Tangible and Embodied Interaction Design (11059)

Year 4

Semester 1

Open Elective Unit

Designing for Data Informed User Experience (11060)

Indigenous and Cultural Entrepreneurship (11190)

Professional Practice 2: Work Integrated Learning (11018)

Semester 2

Commercialising Your Business Idea (11203)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

Social Interaction Design (11061)

with Design (Interaction Design) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Introduction to Management (11174)

Programming for Design (11055)

Year 2

Semester 1

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

10336 Professional Orientation (Design) OR 11011 Professional Orientation (Business)

Human Factors for Interaction Design (11054)

Visual Representation Techniques (11041)

Semester 2

Business Research Methods (11172)

Design Culture and Society (11044)

Marketing Fundamentals (11176)

Tangible and Embodied Interaction Design (11059)

Year 3

Semester 1

Semester 2

Business Decision Making (11009)

Business Start Up Essentials (11199)

Front-end Web Design (11056)

Introduction to Interaction Design (11655)

Back-end Web Development (11058)

Creative and Critical Thinking for Problem Solving (11201)

Innovation Management (11202)

Professional Practice 1: Work Integrated Learning (11017)

Year 4

Semester 1

Core Major in Business Restricted Choice unit

Affective Interaction Design (11057)

Indigenous and Cultural Entrepreneurship (11190)

Professional Practice 2: Work Integrated Learning (11018)

Semester 2

Professional Evidence (Design) (11045)

Social Interaction Design (11061)

Core Major in Business Restricted Choice unit

Commercialising Your Business Idea (11203)

Year 5

Semester 1

Designing for Data Informed User Experience (11060)

Entrepreneurship in Government and Large Organisations (11200)

Professional Evidence (Business) (11173)

Open Elective Unit

with Design (Visual Communication Design) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Introduction to Management (11174)

Principles of Typography and Layout (11063)

10336 Professional Orientation (Design) OR 11011

Professional Orientation (Business)

Visual Representation Techniques (11041)

Semester 2

Business Decision Making (11009)

Design Thinking and User Centered Design (11656)

Marketing Fundamentals (11176)

Visual Communication Theory and Principles (11062)

Year 2

Semester 1

Design for Digital Contexts (11064)

Introduction to Economics (11175)

Introduction to Interaction Design (11655)

The Entrepreneurial Mind - Foundations of
Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)

Creative and Critical Thinking for Problem Solving (11201)

Cross-Cultural Design Strategy (11068)

Design Culture and Society (11044)

Year 3

Semester 1

Entrepreneurship in Government and Large Organisations (11200)

Core Major in Business Restricted Choice unit

Business Start Up Essentials (11199)

Visual Branding and Identity Systems (11065)

Year 4**Semester 1**

Open Elective Unit

Experiential Graphic Design (11066)

Indigenous and Cultural Entrepreneurship (11190)

Professional Practice 2: Work Integrated Learning (11018)

Semester 2

Core Major in Business Restricted Choice unit

Innovation Management (11202)

Packaging Design and Communication (11067)

Professional Practice 1: Work Integrated Learning (11017)

with Design (Visual Communication Design) - Full Time, Sem 2 Commencing

Year 1**Semester 2**

Design Culture and Society (11044)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Introduction to Management (11174)

Year 2**Semester 1**

Principles of Typography and Layout (11063)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

10336 Professional Orientation (Design) OR 11011 Professional Orientation (Business)

Visual Representation Techniques (11041)

Semester 2

Business Research Methods (11172)

Cross-Cultural Design Strategy (11068)

Marketing Fundamentals (11176)

Visual Communication Theory and Principles (11062)

Year 3**Semester 1**

Business Decision Making (11009)

Business Start Up Essentials (11199)

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Semester 2

Creative and Critical Thinking for Problem Solving (11201)

Innovation Management (11202)

Packaging Design and Communication (11067)

Professional Practice 1: Work Integrated Learning (11017)

Year 4

Semester 1

Core Major in Business Restricted Choice unit

Indigenous and Cultural Entrepreneurship (11190)

Professional Practice 2: Work Integrated Learning (11018)

Visual Branding and Identity Systems (11065)

Semester 2

Core Major in Business Restricted Choice unit

Commercialising Your Business Idea (11203)

Information Visualisation (11069)

Professional Evidence (Design) (11045)

Year 5

Semester 1

Entrepreneurship in Government and Large Organisations (11200)

Open Elective Unit

Experiential Graphic Design (11066)

Professional Evidence (Business) (11173)

Business (Human Resource Management)

with Design (Industrial Design) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Managing Human Capital (11191)

10336 Professional Orientation (Design) OR 11011

Professional Orientation (Business)

Industrial Design Fundamentals (11046)

Visual Representation Techniques (11041)

Semester 2

3D Digital Design Fundamentals (11047)

Business Decision Making (11009)

Design Thinking and User Centered Design (11656)

Introduction to Management (11174)

Year 2

Semester 1

Business Research Methods (11172)

Design for Low-Complexity (11048)

Introduction to Economics (11175)

Introduction to Interaction Design (11655)

Semester 2

Design Culture and Society (11044)

Design for Medium-Complexity (11050)

Sourcing and Building Capability (11193)

Sustaining the Employment Relationship (11192)

Year 3

Semester 1

3D Digital Design Advanced (11049)

Organisational Behaviour (11189)

Core Major in Business Restricted Choice unit

Semester 2

Materials and Processes (11051)

Professional Practice 1: Work Integrated Learning (11017)

Workplace Law in Context (11195)

Shaping Behaviour and Strengthening Performance (11194)

Core Major in Business Restricted Choice unit

Year 4

Semester 1

Integrating and Aligning Human Capital (11196)

Materials and Processes - Advanced (11052)

Open Elective Unit

Professional Practice: WIL Studio 3 (11574)

Semester 2

Design for High-Complexity (11053)

Industry Project (11197)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

with Design (Industrial Design) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Design Culture and Society (11044)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Introduction to Management (11174)

Year 2

Semester 1

Industrial Design Fundamentals (11046)

Managing Human Capital (11191)

Visual Representation Techniques (11041)

10336 Professional Orientation (Design) OR 11011

Professional Orientation (Business)

Semester 2

3D Digital Design Fundamentals (11047)

Business Decision Making (11009)

Business Research Methods (11172)

Sustaining the Employment Relationship (11192)

Year 3

Semester 1

Design for Low-Complexity (11048)

Introduction to Interaction Design (11655)

Organisational Behaviour (11189)

Core Major in Business Restricted Choice unit

Semester 2

Design for Medium-Complexity (11050)

Materials and Processes (11051)

Professional Practice 1: Work Integrated Learning (11017)

Sourcing and Building Capability (11193)

Year 4

Semester 1

Core Major in Business Restricted Choice unit

3D Digital Design Advanced (11049)

Semester 2

Design for High-Complexity (11053)

Industry Project (11197)

Professional Practice: WIL Studio 3 (11574)

Professional Evidence (Design) (11045)

Shaping Behaviour and Strengthening Performance (11194) Workplace Law in Context (11195)

Year 5

Semester 1

Open Elective Unit

Integrating and Aligning Human Capital (11196)

Materials and Processes - Advanced (11052)

Professional Evidence (Business) (11173)

with Design (Interaction Design) - Full Time, Sem 1 Commencing

Year 1

Semester 1

10336 Professional Orientation (Design) OR

Professional Orientation (Business)

Human Factors for Interaction Design (11054)

Managing Human Capital (11191)

Visual Representation Techniques (11041)

Semester 2

11011 Business Decision Making (11009)

Design Thinking and User Centered Design (11656)

Introduction to Management (11174)

Programming for Design (11055)

Year 2

Semester 1

Business Research Methods (11172)

Front-end Web Design (11056)

Introduction to Economics (11175)

Introduction to Interaction Design (11655)

Semester 2

Back-end Web Development (11058)

Design Culture and Society (11044)

Sourcing and Building Capability (11193)

Sustaining the Employment Relationship (11192)

Year 3

Semester 1

Organisational Behaviour (11189)

Core Major in Business Restricted Choice unit

Affective Interaction Design (11057)

Shaping Behaviour and Strengthening Performance (11194) Tangible and Embodied Interaction Design (11059)

Semester 2

Workplace Law in Context (11195)

Core Major in Business Restricted Choice unit

Professional Practice 1: Work Integrated Learning (11017)

Year 4

Semester 1

Professional Practice 2: Work Integrated Learning (11018) Industry Project (11197)

Open Elective Unit

Semester 2

Professional Evidence (Business) (11173)

Designing for Data Informed User Experience (11060)

Professional Evidence (Design) (11045)

Integrating and Aligning Human Capital (11196)

Social Interaction Design (11061)

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Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

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Semester 1

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Semester 1

Business Research Methods (11172)

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Semester 1

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Semester 2

Industry Project (11197)

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Semester 2

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Design Thinking and User Centered Design (11656)

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Semester 1

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Semester 1

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Business Decision Making (11009)
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Semester 2

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Semester 2

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Economic Development (11209)
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Core Major in Business Restricted Choice unit

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Experiential Graphic Design (11066)

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Designing for Data Informed User Experience (11060)

International Marketing (11182)

Professional Evidence (Business) (11173)

Open Elective Unit

with Design (Visual Communication Design) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Principles of Typography and Layout (11063)

10336 Professional Orientation (Design) OR 11011

Professional Orientation (Business)

Marketing Fundamentals (11176)

Visual Representation Techniques (11041)

Semester 2

Business Research Methods (11172)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Visual Communication Theory and Principles (11062)

Year 2

Semester 1

Consumer and Buyer Behaviour (11178)

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Semester 2

Cross-Cultural Design Strategy (11068)

Design Culture and Society (11044)

Digital Marketing (11179)

Introduction to Management (11174)

Negotiation and Sales Management (11177)

Year 3

Semester 1

Business Decision Making (11009)

Marketing Research Methods (11180)

Core Major in Business Restricted Choice unit

Visual Branding and Identity Systems (11065)

Semester 2

Professional Practice 1: Work Integrated Learning (11017)

Core Major in Business Restricted Choice unit

Packaging Design and Communication (11067)

Relationship Marketing (11181)

Year 4

Semester 1

Experiential Graphic Design (11066)

International Marketing (11182)

Professional Practice 2: Work Integrated Learning (11018)

Open Elective Unit

Semester 2

Information Visualisation (11069)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

Strategic Marketing Management (11183)

with Design (Visual Communication Design) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Design Culture and Society (11044)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Marketing Fundamentals (11176)

Year 2

Semester 1

Business Decision Making (11009)

Principles of Typography and Layout (11063)

Visual Representation Techniques (11041)

10336 Professional Orientation (Design) OR 11011

Professional Orientation (Business)

Semester 2

Cross-Cultural Design Strategy (11068)

Introduction to Management (11174)

Negotiation and Sales Management (11177)

Visual Communication Theory and Principles (11062)

Year 3

Semester 1

Business Research Methods (11172)

Consumer and Buyer Behaviour (11178)

Design for Digital Contexts (11064)

Semester 2

Digital Marketing (11179)

Packaging Design and Communication (11067)

Professional Practice 1: Work Integrated Learning (11017)

Introduction to Interaction Design (11655)

Relationship Marketing (11181)

Year 4

Semester 1

Marketing Research Methods (11180)

Professional Practice 2: Work Integrated Learning (11018)

Visual Branding and Identity Systems (11065)

Core Major in Business Restricted Choice unit

Semester 2

Information Visualisation (11069)

Strategic Marketing Management (11183)

Core Major in Business Restricted Choice unit

Professional Evidence (Design) (11045)

Year 5

Semester 1

Experiential Graphic Design (11066)

International Marketing (11182)

Professional Evidence (Business) (11173)

Open Elective Unit

Business (Service Management)

with Design (Industrial Design) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Industrial Design Fundamentals (11046)

Introduction to Management (11174)

10336 Professional Orientation (Design) OR 11011
Professional Orientation (Business)

Visual Representation Techniques (11041)

Semester 2

3D Digital Design Fundamentals (11047)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Service Management (11184)

Year 2

Semester 1

Introduction to Interaction Design (11655)

SM0026 Specialist Major in Service Management Restricted
Choice Unit

Design for Low-Complexity (11048)

Marketing Fundamentals (11176)

Semester 2

Business Decision Making (11009)

Business Research Methods (11172)

Design Culture and Society (11044)

Design for Medium-Complexity (11050)

Year 3

Semester 1

Service Operations, Technology and Interfaces (11185)

Semester 2

Materials and Processes (11051)

Core Major in Business Restricted Choice unit
3D Digital Design Advanced (11049)
Consumer and Buyer Behaviour (11178)

Professional Practice 1: Work Integrated Learning (11017)
Service Systems, Transformation and Wellbeing (11186)

Core Major in Business Restricted Choice unit

Year 4

Semester 1

Business Models and Value Creation (11187)
Materials and Processes - Advanced (11052)
Professional Practice: WIL Studio 3 (11574)

Open Elective Unit

Semester 2

Design for High-Complexity (11053)
Professional Evidence (Business) (11173)
Professional Evidence (Design) (11045)
Service Design Project (11188)

with Design (Industrial Design) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Design Culture and Society (11044)
Design Thinking and User Centered Design (11656)
Introduction to Economics (11175)
Introduction to Management (11174)

Year 2

Semester 1

Industrial Design Fundamentals (11046)
Marketing Fundamentals (11176)
10336 Professional Orientation (Design) OR 11011
Professional Orientation (Business)
Visual Representation Techniques (11041)

Semester 2

3D Digital Design Fundamentals (11047)
Business Decision Making (11009)
Business Research Methods (11172)
Service Management (11184)

Year 3

Semester 1

Consumer and Buyer Behaviour (11178)
Design for Low-Complexity (11048)
Introduction to Interaction Design (11655)

Semester 2

Design for Medium-Complexity (11050)
Professional Practice 1: Work Integrated Learning (11017)
Service Systems, Transformation and Wellbeing (11186)

SM0026 Specialist Major in Service Management Restricted
Choice Unit

Year 4

Semester 1

3D Digital Design Advanced (11049)
 Professional Practice: WIL Studio 3 (11574)
 Service Operations, Technology and Interfaces (11185)
 Core Major in Business Restricted Choice unit

Semester 2

Design for High-Complexity (11053)
 Materials and Processes (11051)
 Professional Evidence (Design) (11045)
 Service Design Project (11188)

Year 5**Semester 1**

Open Elective Unit
 Business Models and Value Creation (11187)
 Materials and Processes - Advanced (11052)
 Professional Evidence (Business) (11173)

with Design (Interaction Design) - Full Time, Sem 1 Commencing

Year 1**Semester 1**

Introduction to Management (11174)
 10336 Professional Orientation (Design) OR 11011
 Professional Orientation (Business)
 Human Factors for Interaction Design (11054)
 Visual Representation Techniques (11041)

Semester 2

Design Thinking and User Centered Design (11656)
 Introduction to Economics (11175)
 Programming for Design (11055)
 Service Management (11184)

Year 2**Semester 1**

Front-end Web Design (11056)
 Introduction to Interaction Design (11655)
 Marketing Fundamentals (11176)
 SM0026 Specialist Major in Service Management Restricted
 Choice Unit

Semester 2

Back-end Web Development (11058)
 Business Decision Making (11009)
 Business Research Methods (11172)
 Design Culture and Society (11044)

Year 3**Semester 1**

Affective Interaction Design (11057)
 Consumer and Buyer Behaviour (11178)
 Service Operations, Technology and Interfaces (11185)
 Core Major in Business Restricted Choice unit

Semester 2

Core Major in Business Restricted Choice unit
 Professional Practice 1: Work Integrated Learning (11017)
 Service Systems, Transformation and Wellbeing (11186)
 Tangible and Embodied Interaction Design (11059)

Year 4

Semester 1

Open Elective Unit

Business Models and Value Creation (11187)

Designing for Data Informed User Experience (11060)

Professional Practice 2: Work Integrated Learning (11018)

Semester 2

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

Service Design Project (11188)

Social Interaction Design (11061)

with Design (Interaction Design) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Design Culture and Society (11044)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Introduction to Management (11174)

Year 2

Semester 1

Human Factors for Interaction Design (11054)

Visual Representation Techniques (11041)

10336 Professional Orientation (Design) OR 11011
Professional Orientation (Business)

Marketing Fundamentals (11176)

Semester 2

Back-end Web Development (11058)

Business Research Methods (11172)

Programming for Design (11055)

Service Management (11184)

Year 3

Semester 1

Business Decision Making (11009)

Front-end Web Design (11056)

Introduction to Interaction Design (11655)

Semester 2

Professional Practice 1: Work Integrated Learning (11017)

Service Systems, Transformation and Wellbeing (11186)

Core Major in Business Restricted Choice unit

SM0026 Specialist Major in Service Management Restricted
Choice Unit

Tangible and Embodied Interaction Design (11059)

Year 4

Semester 1

Affective Interaction Design (11057)

Consumer and Buyer Behaviour (11178)

Professional Practice 2: Work Integrated Learning (11018)

Semester 2

Professional Evidence (Design) (11045)

Service Design Project (11188)

Social Interaction Design (11061)

Service Operations, Technology and Interfaces (11185)

Core Major in Business Restricted Choice unit

Year 5

Semester 1

Business Models and Value Creation (11187)

Designing for Data Informed User Experience (11060)

Professional Evidence (Business) (11173)

Open Elective Unit

with Design (Visual Communication Design) - Full Time, Sem 1 Commencing

Year 1

Semester 1

10336 Professional Orientation (Design) OR

Professional Orientation (Business)

Introduction to Management (11174)

Principles of Typography and Layout (11063)

Visual Representation Techniques (11041)

Semester 2

11011 Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Service Management (11184)

Visual Communication Theory and Principles (11062)

Year 2

Semester 1

Marketing Fundamentals (11176)

SM0026 Specialist Major in Service Management Restricted

Choice Unit

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Semester 2

Business Decision Making (11009)

Business Research Methods (11172)

Cross-Cultural Design Strategy (11068)

Design Culture and Society (11044)

Year 3

Semester 1

Consumer and Buyer Behaviour (11178)

Service Operations, Technology and Interfaces (11185)

Visual Branding and Identity Systems (11065)

Core Major in Business Restricted Choice unit

Semester 2

Packaging Design and Communication (11067)

Professional Practice 1: Work Integrated Learning (11017)

Service Systems, Transformation and Wellbeing (11186)

Core Major in Business Restricted Choice unit

Year 4

Semester 1

Business Models and Value Creation (11187)

Semester 2

Information Visualisation (11069)

Experiential Graphic Design (11066)

Professional Evidence (Business) (11173)

Professional Practice 2: Work Integrated Learning (11018) Professional Evidence (Design) (11045)

Open Elective Unit

Service Design Project (11188)

with Design (Visual Communication Design) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Design Culture and Society (11044)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Introduction to Management (11174)

Year 2

Semester 1

Marketing Fundamentals (11176)

10336 Professional Orientation (Design) OR 11011
Professional Orientation (Business)

Principles of Typography and Layout (11063)

Visual Representation Techniques (11041)

Semester 2

Business Research Methods (11172)

Cross-Cultural Design Strategy (11068)

Service Management (11184)

Visual Communication Theory and Principles (11062)

Year 3

Semester 1

SM0026 Specialist Major in Service Management Restricted

Choice Unit

Business Decision Making (11009)

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Semester 2

Packaging Design and Communication (11067)

Professional Practice 1: Work Integrated Learning (11017)

Service Systems, Transformation and Wellbeing (11186)

Core Major in Business Restricted Choice unit

Year 4

Semester 1

Consumer and Buyer Behaviour (11178)

Professional Practice 2: Work Integrated Learning (11018)

Service Operations, Technology and Interfaces (11185)

Visual Branding and Identity Systems (11065)

Semester 2

Information Visualisation (11069)

Professional Evidence (Design) (11045)

Service Design Project (11188)

Core Major in Business Restricted Choice unit

Year 5

Semester 1

[Business Models and Value Creation \(11187\)](#)

[Experiential Graphic Design \(11066\)](#)

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

Open Elective Unit

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 Design \(CM0003\)](#)
- [Core Major in Business \(CM0014\)](#)
- [Specialist Major in Entrepreneurship and Innovation \(SM0020\)](#)
- [Specialist Major in Interaction Design \(SM0011\)](#)
- [Specialist Major in Industrial Design \(SM0010\)](#)
- [Specialist Major in Management \(SM0024\)](#)
- [Specialist Major in International Business \(SM0023\)](#)
- [Specialist Major in Visual Communication Design \(SM0012\)](#)
- [Specialist Major in Human Resource Management \(SM0022\)](#)
- [Specialist Major in Marketing \(SM0025\)](#)
- [Specialist Major in Service Management \(SM0026\)](#)

Awards

Award	Official abbreviation
Bachelor of Design (Industrial Design)	BDes (IndDes)
Bachelor of Design (Interaction Design)	BDes (InteractionDes)
Bachelor of Design (Visual Communication Design)	BDes (VisCommDes)
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)

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 Design \(Industrial Design\) \(ARB201\)](#)
- [Bachelor of Design \(Interaction Design\) \(ARB202\)](#)
- [Bachelor of Design \(Visual Communication Design\) \(ARB203\)](#)

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	10

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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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.