

# Bachelor of Business/ Bachelor of Design

## (MGAR02.1)

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.

**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****Fees** 

Per Unit	Per Annum	Full Course
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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.

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

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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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## CRICOS code

099008G

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## Faculty

Faculty of Business, Government & Law

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## Discipline

Canberra Business School  
School of Design and the Built Environment

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## Location

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## Duration

4.0 years

Fees 

Per Unit	Per Annum	Full Course
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# 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
2024	Bruce, Canberra	Semester 1	05 February 2024		
2024	Bruce, Canberra	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](#).

# Course requirements

Bachelor of Business/ Bachelor of Design (MGAR02) | 96 credit points

Restricted Choice - 48 credit points as follows

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

**Design - Must select 1 of the following**

**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

**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

Digital Media Art 2: Image Production (11836) | 3 credit points – Level 1

Emerging Production Technologies (11839) | 3 credit points – Level 3

Digital Production Project (11840) | 3 credit points – Level 3

Web Frameworks and Dynamic Data (11841) | 3 credit points – Level 2

Designing for UX (User Experience) (11842) | 3 credit points – Level 2

- The Specialist Major in Interaction Design has been revised for 2022 & contains new units. The previous version of this major can be found in the 'Superseded Majors' section.

## **Business - Must select 1 of the following**

### **Specialist Major in Marketing (SM0025) | 24 credit points**

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

##### **Required - Must pass 15 credit points as follows**

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

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

Digital Marketing (11179) | 3 credit points – Level 3

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

Strategic Marketing Management (11183) | 3 credit points – Level 3

#### **Restricted Choice - Must pass 9 credit points as follows**

##### **Part B - Must pass 3 credit points from the following**

Marketing Research Methods (11180) | 3 credit points – Level 2

Marketing Analytics (12055) | 3 credit points – Level 2

Note:

- Unit 11180 Marketing Research Methods has been closed and replaced with unit 12055 Marketing Analytics from 2024.

##### **Part C - Must pass 3 credit points from the following**

Relationship Marketing (11181) | 3 credit points – Level 3

Big Data in Marketing (12054) | 3 credit points – Level 3

Note:

- Unit 11181 Relationship Marketing has been closed and replaced with unit 12054 Big Data in Marketing from 2024.

### **Part A - Must pass 3 credit points from the following**

Negotiation and Sales Management (11177) | 3 credit points – Level 1

Integrated Marketing Communication (12053) | 3 credit points – Level 1

Note:

- Unit 11177 Negotiation and Sales Management has been closed and replaced with unit 12053 Integrated Marketing Communication from 2024.

## **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

- 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 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 as follows**

##### **Part A - Must pass at least 3 credit points from the following**

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

Negotiation (11319) | 3 credit points – Level 3

BGL Internship A (12046) | 3 credit points – Level 3

BGL Internship B (12047) | 3 credit points – Level 3

BGL Internship C (12048) | 6 credit points – Level 3

BGL Internship D (12049) | 12 credit points – Level 3

Note:

- From 2024, units 10158, 10236, 11166, 11167 and 11168 have been replaced with new BGL Internship units.

## **Part B - May do up to 3 credit points from the following**

[Small Business Management \(9531\) | 3 credit points – Level 2](#)

[International Business Study Tour \(9628\) | 3 credit points – Level 2](#)

[Business Communication \(11170\) | 3 credit points – Level 2](#)

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

[Social Enterprise \(11379\) | 3 credit points – Level 2](#)

Note:

1. The internships and the International Business Study Tour options will require either in person placement hours in a business or on an overseas study tour and are not offered wholly online.
2. Students must pass a minimum of 1 unit from Part A. Two units may be chosen from Part A or one from Part A and one from Part B.
3. Students who undertook two units listed in the current Part B section prior to 2024 can still count the units towards their course. Students from 2024 need to select at least 1 unit from Part A.

Note:

- International Exchange: Students may also choose to undertake units at an international institution, subject to approval by the Program Director.

## **Core Major in Design (CM0003) | 24 credit points**

### **Required - Must pass 18 credit points as follows**

[Professional Orientation \(Design\) \(10336\) | 3 credit points – Level 1](#)

[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](#)

[Introduction to Interaction Design \(11655\) | 3 credit points – Level 1](#)

[Design Thinking and User Centered Design \(11656\) | 3 credit points – Level 1](#)

### **Restricted Choice - Must pass 6 credit points as follows**

#### **Specialisations - Must pass 1 of the following**

## **Visual Communication Design - Must pass 6 credit points as follows**

### **Required - Must pass 3 credit points as follows**

Professional Practice (Industry Studios) (11831) | 3 credit points – Level 2

### **Restricted Choice - Must pass 3 credit points from the following**

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

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

## **Interaction Design - Must pass 6 credit points as follows**

### **Part A - Must pass 3 credit points from the following**

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

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

### **Part B - Must pass 3 credit points from the following**

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

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

## **Industrial Design - Must pass 6 credit points as follows**

Professional Practice (Industry Studios) (11831) | 3 credit points – Level 2

Professional Practice (Advanced Industry Studios) (11834) | 3 credit points – Level 3

- The Core Major in Design has been revised for 2022 & contains new units. The previous version of this major can be found in the 'Superseded Majors' section.

## **Superseded Majors - May select from**

### **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.

## **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 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.

- CM0003 & SM0011: These majors have been revised from 2022. Students who commenced before 2022 should seek course advice.

- SM0026: This major is in teach out. For students who commenced before 2022 please email [BGLStudent@canberra.edu.au](mailto:BGLStudent@canberra.edu.au) for course advice.

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

### Year 1

#### Semester 1

Introduction to Management (11174)

Visual Representation Techniques (11041)

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

Industrial Design Fundamentals (11046)

#### 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

Entrepreneurship in Government and Large Organisations (11200)

Core Major in Business Restricted Choice unit

3D Digital Design Advanced (11049)

Business Start Up Essentials (11199)

#### Semester 2

Innovation Management (11202)

Materials and Processes (11051)

Professional Practice (Industry Studios) (11831)

Core Major in Business Restricted Choice unit

#### **Year 4**

##### **Semester 1**

Open Elective Unit

Indigenous and Cultural Entrepreneurship (11190)

Materials and Processes - Advanced (11052)

Professional Practice (Advanced Industry Studios) (11834)

##### **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**

Visual Representation Techniques (11041)

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

Industrial Design Fundamentals (11046)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

## **Semester 2**

3D Digital Design Fundamentals (11047)

Business Research Methods (11172)

Creative and Critical Thinking for Problem Solving (11201)

Marketing Fundamentals (11176)

## **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 (Industry Studios) (11831)

## **Year 4**

### **Semester 1**

Indigenous and Cultural Entrepreneurship (11190)

Core Major in Business Restricted Choice unit

3D Digital Design Advanced (11049)

Professional Practice (Advanced Industry Studios) (11834)

### **Semester 2**

Design for High-Complexity (11053)

Professional Evidence (Design) (11045)

Core Major in Business Restricted Choice unit

Commercialising Your Business Idea (11203)

## **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)

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)

Web Frameworks and Dynamic Data (11841)

**Year 3**

### **Semester 1**

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

[Designing for UX \(User Experience\) \(11842\)](#)

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

Core Major in Business Restricted Choice unit

### **Semester 2**

[Digital Media Art 2: Image Production \(11836\)](#)

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

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

Core Major in Business Restricted Choice unit

### **Year 4**

#### **Semester 1**

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

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

[Emerging Production Technologies \(11839\)](#)

Open Elective Unit

#### **Semester 2**

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

[Digital Production Project \(11840\)](#)

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

[Professional Evidence \(Design\) \(11045\)](#)

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**

Human Factors for Interaction Design (11054)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Visual Representation Techniques (11041)

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

### **Semester 2**

Business Research Methods (11172)

Design Culture and Society (11044)

Digital Media Art 2: Image Production (11836)

Marketing Fundamentals (11176)

## **Year 3**

### **Semester 1**

Business Decision Making (11009)

Business Start Up Essentials (11199)

Front-end Web Design (11056)

Introduction to Interaction Design (11655)

### **Semester 2**

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

Creative and Critical Thinking for Problem Solving (11201)

Innovation Management (11202)

Web Frameworks and Dynamic Data (11841)

## **Year 4**

### **Semester 1**

Designing for UX (User Experience) (11842)

Core Major in Business Restricted Choice unit

Indigenous and Cultural Entrepreneurship (11190)

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

### **Semester 2**

Core Major in Business Restricted Choice unit

Commercialising Your Business Idea (11203)

Digital Production Project (11840)

Professional Evidence (Design) (11045)

**Year 5**

**Semester 1**

Entrepreneurship in Government and Large Organisations (11200)

Professional Evidence (Business) (11173)

Open Elective Unit

Emerging Production Technologies (11839)

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

**Year 1**

**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 2**

**Semester 1**

Business Start Up Essentials (11199)

Core Major in Business Restricted Choice unit

Entrepreneurship in Government and Large Organisations (11200)

Visual Branding and Identity Systems (11065)

**Semester 2**

Packaging Design and Communication (11067)

Core Major in Business Restricted Choice unit

Innovation Management (11202)

Professional Practice (Industry Studios) (11831)

**Year 3****Semester 1**

Experiential Graphic Design (11066)

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

Indigenous and Cultural Entrepreneurship (11190)

Open Elective Unit

**Semester 2**

Commercialising Your Business Idea (11203)

Information Visualisation (11069)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

**Year 4****Semester 1**

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

Introduction to Management (11174)

Principles of Typography and Layout (11063)

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)

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)

Visual Representation Techniques (11041)

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

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

### **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 (Industry Studios) (11831)

## **Year 4**

**Semester 1**

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

[Visual Branding and Identity Systems \(11065\)](#)

Core Major in Business Restricted Choice unit

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

**Semester 2**

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

[Information Visualisation \(11069\)](#)

[Professional Evidence \(Design\) \(11045\)](#)

Core Major in Business Restricted Choice unit

**Year 5****Semester 1**

Open Elective Unit

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

[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)

Shaping Behaviour and Strengthening Performance (11194)

Core Major in Business Restricted Choice unit

Organisational Behaviour (11189)

### Semester 2

Materials and Processes (11051)

Professional Practice (Industry Studios) (11831)

Workplace Law in Context (11195)

Core Major in Business Restricted Choice unit

## Year 4

### Semester 1

Open Elective Unit

Integrating and Aligning Human Capital (11196)



Materials and Processes - Advanced (11052)

Professional Practice (Advanced Industry Studios) (11834)

**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 (Industry Studios) (11831)

Sourcing and Building Capability (11193)

**Year 4**

**Semester 1**

Professional Practice (Advanced Industry Studios) (11834)

Shaping Behaviour and Strengthening Performance (11194)

Core Major in Business Restricted Choice unit

3D Digital Design Advanced (11049)

**Semester 2**

Design for High-Complexity (11053)

Industry Project (11197)

Professional Evidence (Design) (11045)

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**

Human Factors for Interaction Design (11054)

Managing Human Capital (11191)

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)

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**

Design Culture and Society (11044)

Sourcing and Building Capability (11193)

Sustaining the Employment Relationship (11192)

Web Frameworks and Dynamic Data (11841)

#### **Year 3**

##### **Semester 1**

Organisational Behaviour (11189)

Core Major in Business Restricted Choice unit

Designing for UX (User Experience) (11842)

Shaping Behaviour and Strengthening Performance (11194)

##### **Semester 2**

Core Major in Business Restricted Choice unit

Digital Media Art 2: Image Production (11836)

Workplace Law in Context (11195)

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

#### **Year 4**

##### **Semester 1**

[Integrating and Aligning Human Capital \(11196\)](#)

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

[Emerging Production Technologies \(11839\)](#)

Open Elective Unit

##### **Semester 2**

[Digital Production Project \(11840\)](#)

[Industry Project \(11197\)](#)

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

[Professional Evidence \(Design\) \(11045\)](#)

### 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**

[Human Factors for Interaction Design \(11054\)](#)

[Managing Human Capital \(11191\)](#)

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

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

##### **Semester 2**

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

Design Culture and Society (11044)

Digital Media Art 2: Image Production (11836)

Sustaining the Employment Relationship (11192)

### **Year 3**

#### **Semester 1**

Business Research Methods (11172)

Front-end Web Design (11056)

Introduction to Interaction Design (11655)

Organisational Behaviour (11189)

#### **Semester 2**

Sourcing and Building Capability (11193)

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

Web Frameworks and Dynamic Data (11841)

Core Major in Business Restricted Choice unit

### **Year 4**

#### **Semester 1**

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

Designing for UX (User Experience) (11842)

Core Major in Business Restricted Choice unit

Shaping Behaviour and Strengthening Performance (11194)

#### **Semester 2**

Digital Production Project (11840)

Industry Project (11197)

Professional Evidence (Design) (11045)

Workplace Law in Context (11195)

### **Year 5**

#### **Semester 1**

Emerging Production Technologies (11839)

Integrating and Aligning Human Capital (11196)

Open Elective Unit

Professional Evidence (Business) (11173)

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

### Year 1

#### Semester 1

Managing Human Capital (11191)

Principles of Typography and Layout (11063)

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)

Introduction to Management (11174)

Visual Communication Theory and Principles (11062)

### Year 2

#### Semester 1

Business Research Methods (11172)

Design for Digital Contexts (11064)

Introduction to Economics (11175)

Introduction to Interaction Design (11655)

#### Semester 2

Cross-Cultural Design Strategy (11068)

Design Culture and Society (11044)

Sourcing and Building Capability (11193)

Sustaining the Employment Relationship (11192)

### Year 3

#### Semester 1

Organisational Behaviour (11189)

Shaping Behaviour and Strengthening Performance (11194)

Visual Branding and Identity Systems (11065)

Core Major in Business Restricted Choice unit

#### **Semester 2**

Packaging Design and Communication (11067)

Professional Practice (Industry Studios) (11831)

Core Major in Business Restricted Choice unit

Workplace Law in Context (11195)

#### **Year 4**

##### **Semester 1**

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

Open Elective Unit

Experiential Graphic Design (11066)

Integrating and Aligning Human Capital (11196)

##### **Semester 2**

Industry Project (11197)

Information Visualisation (11069)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

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**

Managing Human Capital (11191)

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)

Cross-Cultural Design Strategy (11068)

Sustaining the Employment Relationship (11192)

Visual Communication Theory and Principles (11062)

**Year 3****Semester 1**

Business Research Methods (11172)

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Organisational Behaviour (11189)

**Semester 2**

Core Major in Business Restricted Choice unit

Packaging Design and Communication (11067)

Professional Practice (Industry Studios) (11831)

Sourcing and Building Capability (11193)

**Year 4****Semester 1**

Shaping Behaviour and Strengthening Performance (11194)

Visual Branding and Identity Systems (11065)

Core Major in Business Restricted Choice unit

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

**Semester 2**

Industry Project (11197)



Information Visualisation (11069)

Professional Evidence (Design) (11045)

Workplace Law in Context (11195)

#### **Year 5**

##### **Semester 1**

Experiential Graphic Design (11066)

Integrating and Aligning Human Capital (11196)

Professional Evidence (Business) (11173)

Open Elective Unit

## **Business (International Business)**

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

#### **Year 1**

##### **Semester 1**

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

Industrial Design Fundamentals (11046)

Introduction to Economics (11175)

Visual Representation Techniques (11041)

##### **Semester 2**

3D Digital Design Fundamentals (11047)

Business Decision Making (11009)

Design Thinking and User Centered Design (11656)

Introduction to International Business (11204)

#### **Year 2**

##### **Semester 1**

Design for Low-Complexity (11048)

Introduction to Interaction Design (11655)

Introduction to Management (11174)

Marketing Fundamentals (11176)

**Semester 2**

Business Research Methods (11172)

Design Culture and Society (11044)

Design for Medium-Complexity (11050)

Global E-Business (11205)

**Year 3**

**Semester 1**

3D Digital Design Advanced (11049)

Cost Benefit Analysis (11208)

International Marketing (11182)

Core Major in Business Restricted Choice unit

**Semester 2**

Asia Pacific Business (11206)

Materials and Processes (11051)

Professional Practice (Industry Studios) (11831)

Core Major in Business Restricted Choice unit

**Year 4**

**Semester 1**

Economic Development (11209)

International Economics (11207)

Materials and Processes - Advanced (11052)

Professional Practice (Advanced Industry Studios) (11834)

**Semester 2**

Professional Evidence (Business) (11173)

Open Elective Unit

Design for High-Complexity (11053)

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**

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

Industrial Design Fundamentals (11046)

Marketing Fundamentals (11176)

Visual Representation Techniques (11041)

### **Semester 2**

3D Digital Design Fundamentals (11047)

Business Decision Making (11009)

Business Research Methods (11172)

Introduction to International Business (11204)

## **Year 3**

### **Semester 1**

Cost Benefit Analysis (11208)

Design for Low-Complexity (11048)

International Marketing (11182)

Introduction to Interaction Design (11655)

### **Semester 2**

Design for Medium-Complexity (11050)

Global E-Business (11205)

Materials and Processes (11051)

Professional Practice (Industry Studios) (11831)

## **Year 4**

**Semester 1**

Core Major in Business Restricted Choice unit

3D Digital Design Advanced (11049)

Economic Development (11209)

Professional Practice (Advanced Industry Studios) (11834)

**Semester 2**

Asia Pacific Business (11206)

Design for High-Complexity (11053)

Professional Evidence (Design) (11045)

Core Major in Business Restricted Choice unit

**Year 5****Semester 1**

International Economics (11207)

Materials and Processes - Advanced (11052)

Professional Evidence (Business) (11173)

Open Elective Unit

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

**Year 1****Semester 1**

Human Factors for Interaction Design (11054)

Introduction to Economics (11175)

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)

Introduction to International Business (11204)

Programming for Design (11055)

## **Year 2**

### **Semester 1**

Front-end Web Design (11056)

Introduction to Interaction Design (11655)

Introduction to Management (11174)

Marketing Fundamentals (11176)

### **Semester 2**

Business Research Methods (11172)

Design Culture and Society (11044)

Global E-Business (11205)

Web Frameworks and Dynamic Data (11841)

## **Year 3**

### **Semester 1**

International Marketing (11182)

Core Major in Business Restricted Choice unit

Cost Benefit Analysis (11208)

Designing for UX (User Experience) (11842)

### **Semester 2**

Asia Pacific Business (11206)

Digital Media Art 2: Image Production (11836)

Core Major in Business Restricted Choice unit

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

## **Year 4**

### **Semester 1**

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

Economic Development (11209)

Emerging Production Technologies (11839)

International Economics (11207)

### **Semester 2**

Digital Production Project (11840)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

Open Elective Unit

## 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

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

Human Factors for Interaction Design (11054)

Marketing Fundamentals (11176)

Visual Representation Techniques (11041)

#### Semester 2

Business Research Methods (11172)

Design Culture and Society (11044)

Digital Media Art 2: Image Production (11836)

Introduction to International Business (11204)

### Year 3

#### Semester 1

Cost Benefit Analysis (11208)

Front-end Web Design (11056)

International Marketing (11182)

Introduction to Interaction Design (11655)

**Semester 2**

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

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

[Global E-Business \(11205\)](#)

[Web Frameworks and Dynamic Data \(11841\)](#)

**Year 4****Semester 1**

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

[Designing for UX \(User Experience\) \(11842\)](#)

[Economic Development \(11209\)](#)

Core Major in Business Restricted Choice unit

**Semester 2**

[Asia Pacific Business \(11206\)](#)

[Digital Production Project \(11840\)](#)

[Professional Evidence \(Design\) \(11045\)](#)

Core Major in Business Restricted Choice unit

**Year 5****Semester 1**

[Emerging Production Technologies \(11839\)](#)

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

Open Elective Unit

[International Economics \(11207\)](#)

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

**Year 1****Semester 1**

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

[Principles of Typography and Layout \(11063\)](#)

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)

Introduction to International Business (11204)

Visual Communication Theory and Principles (11062)

**Year 2**

**Semester 1**

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Introduction to Management (11174)

Marketing Fundamentals (11176)

**Semester 2**

Business Research Methods (11172)

Cross-Cultural Design Strategy (11068)

Design Culture and Society (11044)

Global E-Business (11205)

**Year 3**

**Semester 1**

International Marketing (11182)

Core Major in Business Restricted Choice unit

Cost Benefit Analysis (11208)

Visual Branding and Identity Systems (11065)

**Semester 2**

Asia Pacific Business (11206)

Packaging Design and Communication (11067)

Professional Practice (Industry Studios) (11831)

Core Major in Business Restricted Choice unit

**Year 4**



**Semester 1**

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

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

[Economic Development \(11209\)](#)

[International Economics \(11207\)](#)

**Semester 2**

Open Elective Unit

[Information Visualisation \(11069\)](#)

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

[Professional Evidence \(Design\) \(11045\)](#)

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 \(11176\)](#)

[Principles of Typography and Layout \(11063\)](#)

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

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

**Semester 2**

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

[Cross-Cultural Design Strategy \(11068\)](#)

[Introduction to International Business \(11204\)](#)

[Visual Communication Theory and Principles \(11062\)](#)

### **Year 3**

#### **Semester 1**

Cost Benefit Analysis (11208)

Design for Digital Contexts (11064)

International Marketing (11182)

Introduction to Interaction Design (11655)

#### **Semester 2**

Business Decision Making (11009)

Global E-Business (11205)

Packaging Design and Communication (11067)

Professional Practice (Industry Studios) (11831)

### **Year 4**

#### **Semester 1**

Economic Development (11209)

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

Visual Branding and Identity Systems (11065)

Core Major in Business Restricted Choice unit

#### **Semester 2**

Asia Pacific Business (11206)

Professional Evidence (Design) (11045)

Core Major in Business Restricted Choice unit

Information Visualisation (11069)

### **Year 5**

#### **Semester 1**

Experiential Graphic Design (11066)

International Economics (11207)

Professional Evidence (Business) (11173)

Open Elective Unit

**Business (Management)**

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

### Year 1

#### Semester 1

Introduction to Management (11174)

Principles of Typography and Layout (11063)

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)

Service Management (11184)

Visual Communication Theory and Principles (11062)

### Year 2

#### Semester 1

Design for Digital Contexts (11064)

Introduction to Economics (11175)

Introduction to Interaction Design (11655)

Managing Human Capital (11191)

#### 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

Organisational Behaviour (11189)

Visual Branding and Identity Systems (11065)

Core Major in Business Restricted Choice unit

Climate Change and Sustainable Business Futures (11318)

#### Semester 2

Core Major in Business Restricted Choice unit

Packaging Design and Communication (11067)

Professional Practice (Industry Studios) (11831)

Workplace Law in Context (11195)

#### **Year 4**

##### **Semester 1**

Open Elective Unit

Experiential Graphic Design (11066)

Negotiation (11319)

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

##### **Semester 2**

Industry Project (11197)

Information Visualisation (11069)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

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

#### **Year 1**

##### **Semester 1**

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

Industrial Design Fundamentals (11046)

Introduction to Management (11174)

Visual Representation Techniques (11041)

##### **Semester 2**

3D Digital Design Fundamentals (11047)

Business Decision Making (11009)

Design Thinking and User Centered Design (11656)

Service Management (11184)

#### **Year 2**

**Semester 1**

Design for Low-Complexity (11048)

Introduction to Economics (11175)

Introduction to Interaction Design (11655)

Managing Human Capital (11191)

**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)

Climate Change and Sustainable Business Futures (11318)

Organisational Behaviour (11189)

Core Major in Business Restricted Choice unit

**Semester 2**

Professional Practice (Industry Studios) (11831)

Core Major in Business Restricted Choice unit

Materials and Processes (11051)

Workplace Law in Context (11195)

**Year 4****Semester 1**

Materials and Processes - Advanced (11052)

Open Elective Unit

Negotiation (11319)

Professional Practice (Advanced Industry Studios) (11834)

**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 Research Methods (11172)

Creative and Critical Thinking for Problem Solving (11201)

Service Management (11184)

### Year 3

#### Semester 1

Business Decision Making (11009)

Design for Low-Complexity (11048)

Introduction to Interaction Design (11655)

Organisational Behaviour (11189)

#### Semester 2

Design for Medium-Complexity (11050)

Materials and Processes (11051)

Professional Practice (Industry Studios) (11831)

Core Major in Business Restricted Choice unit

#### Year 4

##### Semester 1

3D Digital Design Advanced (11049)

Climate Change and Sustainable Business Futures (11318)

Professional Practice (Advanced Industry Studios) (11834)

Core Major in Business Restricted Choice unit

##### Semester 2

Design for High-Complexity (11053)

Industry Project (11197)

Professional Evidence (Design) (11045)

Workplace Law in Context (11195)

#### Year 5

##### Semester 1

Materials and Processes - Advanced (11052)

Negotiation (11319)

Professional Evidence (Business) (11173)

Open Elective Unit

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)

Programming for Design (11055)

Service Management (11184)

## **Year 2**

### **Semester 1**

Front-end Web Design (11056)

Introduction to Economics (11175)

Introduction to Interaction Design (11655)

Managing Human Capital (11191)

### **Semester 2**

Business Research Methods (11172)

Creative and Critical Thinking for Problem Solving (11201)

Design Culture and Society (11044)

Web Frameworks and Dynamic Data (11841)

## **Year 3**

### **Semester 1**

Climate Change and Sustainable Business Futures (11318)

Designing for UX (User Experience) (11842)

Core Major in Business Restricted Choice unit

Organisational Behaviour (11189)

### **Semester 2**

Digital Media Art 2: Image Production (11836)

Core Major in Business Restricted Choice unit

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

Workplace Law in Context (11195)

## **Year 4**

### **Semester 1**

Negotiation (11319)



Open Elective Unit

[Emerging Production Technologies \(11839\)](#)

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

**Semester 2**

[Digital Production Project \(11840\)](#)

[Industry Project \(11197\)](#)

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

[Professional Evidence \(Design\) \(11045\)](#)

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**

[Human Factors for Interaction Design \(11054\)](#)

[Managing Human Capital \(11191\)](#)

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

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

**Semester 2**

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

[Design Culture and Society \(11044\)](#)

[Digital Media Art 2: Image Production \(11836\)](#)

[Service Management \(11184\)](#)

**Year 3**

**Semester 1**

Business Decision Making (11009)

Front-end Web Design (11056)

Introduction to Interaction Design (11655)

Organisational Behaviour (11189)

**Semester 2**

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

Core Major in Business Restricted Choice unit

Creative and Critical Thinking for Problem Solving (11201)

Web Frameworks and Dynamic Data (11841)

**Year 4****Semester 1**

Climate Change and Sustainable Business Futures (11318)

Core Major in Business Restricted Choice unit

Designing for UX (User Experience) (11842)

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

**Semester 2**

Digital Production Project (11840)

Industry Project (11197)

Professional Evidence (Design) (11045)

Workplace Law in Context (11195)

**Year 5****Semester 1**

Emerging Production Technologies (11839)

Negotiation (11319)

Professional Evidence (Business) (11173)

Open Elective Unit

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**

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

Managing Human Capital (11191)

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**

Business Decision Making (11009)

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Organisational Behaviour (11189)

### **Semester 2**

Packaging Design and Communication (11067)

Core Major in Business Restricted Choice unit

Creative and Critical Thinking for Problem Solving (11201)

Professional Practice (Industry Studios) (11831)

## **Year 4**

**Semester 1**

[Visual Branding and Identity Systems \(11065\)](#)

Core Major in Business Restricted Choice unit

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

[Climate Change and Sustainable Business Futures \(11318\)](#)

**Semester 2**

[Industry Project \(11197\)](#)

[Information Visualisation \(11069\)](#)

[Professional Evidence \(Design\) \(11045\)](#)

[Workplace Law in Context \(11195\)](#)

**Year 5****Semester 1**

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

[Negotiation \(11319\)](#)

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

Open Elective Unit

## Business (Marketing)

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

**Year 1****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 Research Methods (11172)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

## Year 2

### Semester 1

Consumer and Buyer Behaviour (11178)

Design for Low-Complexity (11048)

Introduction to Interaction Design (11655)

Introduction to Management (11174)

### Semester 2

Design Culture and Society (11044)

Design for Medium-Complexity (11050)

Digital Marketing (11179)

Negotiation and Sales Management (11177)

## Year 3

### Semester 1

3D Digital Design Advanced (11049)

Business Decision Making (11009)

Marketing Research Methods (11180)

Core Major in Business Restricted Choice unit

### Semester 2

Materials and Processes (11051)

Professional Practice (Industry Studios) (11831)

Relationship Marketing (11181)

Core Major in Business Restricted Choice unit

## Year 4

### Semester 1

Materials and Processes - Advanced (11052)

Open Elective Unit

International Marketing (11182)

Professional Practice (Advanced Industry Studios) (11834)

**Semester 2**

Design for High-Complexity (11053)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

Strategic Marketing Management (11183)

**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)

Marketing Fundamentals (11176)

**Year 2**

**Semester 1**

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

Business Decision Making (11009)

Industrial Design Fundamentals (11046)

Visual Representation Techniques (11041)

**Semester 2**

3D Digital Design Fundamentals (11047)

Digital Marketing (11179)

Introduction to Management (11174)

Negotiation and Sales Management (11177)

**Year 3**

**Semester 1**

Business Research Methods (11172)

Consumer and Buyer Behaviour (11178)

Design for Low-Complexity (11048)

Introduction to Interaction Design (11655)

**Semester 2**

Design for Medium-Complexity (11050)

Professional Practice (Industry Studios) (11831)

Relationship Marketing (11181)

Core Major in Business Restricted Choice unit

**Year 4**

**Semester 1**

3D Digital Design Advanced (11049)

Marketing Research Methods (11180)

Professional Practice (Advanced Industry Studios) (11834)

Core Major in Business Restricted Choice unit

**Semester 2**

Design for High-Complexity (11053)

Materials and Processes (11051)

Professional Evidence (Design) (11045)

Strategic Marketing Management (11183)

**Year 5**

**Semester 1**

International Marketing (11182)

Materials and Processes - Advanced (11052)

Professional Evidence (Business) (11173)

Open Elective Unit

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

**Year 1**

**Semester 1**

Human Factors for Interaction Design (11054)

Marketing Fundamentals (11176)

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

Visual Representation Techniques (11041)

**Semester 2**

Business Research Methods (11172)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Programming for Design (11055)

**Year 2**

**Semester 1**

Consumer and Buyer Behaviour (11178)

Front-end Web Design (11056)

Introduction to Interaction Design (11655)

Introduction to Management (11174)

**Semester 2**

Design Culture and Society (11044)

Digital Marketing (11179)

Negotiation and Sales Management (11177)

Web Frameworks and Dynamic Data (11841)

**Year 3**

**Semester 1**

Business Decision Making (11009)

Core Major in Business Restricted Choice unit

Designing for UX (User Experience) (11842)

Marketing Research Methods (11180)

**Semester 2**

Digital Media Art 2: Image Production (11836)

Relationship Marketing (11181)

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



Core Major in Business Restricted Choice unit

#### Year 4

##### Semester 1

Open Elective Unit

[Emerging Production Technologies \(11839\)](#)

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

[International Marketing \(11182\)](#)

##### Semester 2

[Digital Production Project \(11840\)](#)

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

[Professional Evidence \(Design\) \(11045\)](#)

[Strategic Marketing Management \(11183\)](#)

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

#### Year 1

##### Semester 2

[Design Thinking and User Centered Design \(11656\)](#)

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

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

[Programming for Design \(11055\)](#)

#### Year 2

##### Semester 1

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

[Human Factors for Interaction Design \(11054\)](#)

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

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

##### Semester 2

[Design Culture and Society \(11044\)](#)

Digital Media Art 2: Image Production (11836)

Introduction to Management (11174)

Negotiation and Sales Management (11177)

### **Year 3**

#### **Semester 1**

Business Research Methods (11172)

Consumer and Buyer Behaviour (11178)

Front-end Web Design (11056)

Introduction to Interaction Design (11655)

#### **Semester 2**

Digital Marketing (11179)

Relationship Marketing (11181)

Web Frameworks and Dynamic Data (11841)

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

### **Year 4**

#### **Semester 1**

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

Designing for UX (User Experience) (11842)

Marketing Research Methods (11180)

Core Major Restricted Choice unit

#### **Semester 2**

Digital Production Project (11840)

Professional Evidence (Design) (11045)

Core Major Restricted Choice unit

Strategic Marketing Management (11183)

### **Year 5**

#### **Semester 1**

Open Elective Unit

Emerging Production Technologies (11839)

International Marketing (11182)

Professional Evidence (Business) (11173)

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

### Year 1

#### Semester 1

Marketing Fundamentals (11176)

Principles of Typography and Layout (11063)

Visual Representation Techniques (11041)

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

#### Semester 2

Business Research Methods (11172)

Design Culture and Society (11044)

Design Thinking and User Centered Design (11656)

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Introduction to Economics (11175)

Marketing Fundamentals (11176)

Visual Communication Theory and Principles (11062)

### Year 2

#### Semester 1

Business Decision Making (11009)

Consumer and Buyer Behaviour (11178)

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Introduction to Management (11174)

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)

Cross-Cultural Design Strategy (11068)

Design Culture and Society (11044)

Digital Marketing (11179)

Introduction to Management (11174)

Negotiation and Sales Management (11177)

Negotiation and Sales Management (11177)

Visual Communication Theory and Principles (11062)

## **Year 3**

### **Semester 1**

Core Major in Business Restricted Choice unit

Business Decision Making (11009)

Business Research Methods (11172)

Consumer and Buyer Behaviour (11178)

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Marketing Research Methods (11180)

Visual Branding and Identity Systems (11065)

### **Semester 2**

Digital Marketing (11179)

Packaging Design and Communication (11067)

Packaging Design and Communication (11067)

Professional Practice (Industry Studios) (11831)

Professional Practice (Industry Studios) (11831)

Relationship Marketing (11181)

Relationship Marketing (11181)

Core Major in Business Restricted Choice unit

## **Year 4**

### **Semester 1**

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

Open Elective Unit

Core Major in Business Restricted Choice unit

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

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

[International Marketing \(11182\)](#)

[Marketing Research Methods \(11180\)](#)

[Visual Branding and Identity Systems \(11065\)](#)

#### **Semester 2**

[Information Visualisation \(11069\)](#)

[Information Visualisation \(11069\)](#)

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

[Professional Evidence \(Design\) \(11045\)](#)

[Professional Evidence \(Design\) \(11045\)](#)

[Strategic Marketing Management \(11183\)](#)

[Strategic Marketing Management \(11183\)](#)

Core Major in Business Restricted Choice unit

#### **Year 5**

##### **Semester 1**

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

Open Elective Unit

[International Marketing \(11182\)](#)

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

## **Business (Service Management)**

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

#### **Year 1**

**Semester 1**

Industrial Design Fundamentals (11046)

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

Introduction to Management (11174)

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**

SM0026 Specialist Major in Service Management Restricted Choice Unit

Design for Low-Complexity (11048)

Introduction to Interaction Design (11655)

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**

3D Digital Design Advanced (11049)

Consumer and Buyer Behaviour (11178)

Service Operations, Technology and Interfaces (11185)

Core Major in Business Restricted Choice unit

**Semester 2**

Materials and Processes (11051)

Professional Practice (Industry Studios) (11831)

Core Major in Business Restricted Choice unit

Service Systems, Transformation and Wellbeing (11186)

**Year 4**

**Semester 1**

Business Models and Value Creation (11187)

Materials and Processes - Advanced (11052)

Professional Practice (Advanced Industry Studios) (11834)

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**

Introduction to Interaction Design (11655)

SM0026 Specialist Major in Service Management Restricted Choice Unit

Consumer and Buyer Behaviour (11178)

Design for Low-Complexity (11048)

#### **Semester 2**

Service Systems, Transformation and Wellbeing (11186)

Core Major in Business Restricted Choice unit

Design for Medium-Complexity (11050)

Professional Practice (Industry Studios) (11831)

### **Year 4**

#### **Semester 1**

Core Major in Business Restricted Choice unit

3D Digital Design Advanced (11049)

Professional Practice (Advanced Industry Studios) (11834)

Service Operations, Technology and Interfaces (11185)

#### **Semester 2**

Design for High-Complexity (11053)

Materials and Processes (11051)

Professional Evidence (Design) (11045)

Service Design Project (11188)

### **Year 5**

#### **Semester 1**

Business Models and Value Creation (11187)

Open Elective Unit



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)

Visual Representation Techniques (11041)

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

Introduction to Management (11174)

#### 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

Business Decision Making (11009)

Business Research Methods (11172)

Design Culture and Society (11044)

Web Frameworks and Dynamic Data (11841)

### Year 3

#### Semester 1

Designing for UX (User Experience) (11842)

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

Core Major in Business Restricted Choice unit

[Consumer and Buyer Behaviour \(11178\)](#)

#### **Semester 2**

Core Major in Business Restricted Choice unit

[Digital Media Art 2: Image Production \(11836\)](#)

[Service Systems, Transformation and Wellbeing \(11186\)](#)

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

#### **Year 4**

##### **Semester 1**

Open Elective Unit

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

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

[Emerging Production Technologies \(11839\)](#)

##### **Semester 2**

[Digital Production Project \(11840\)](#)

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

[Professional Evidence \(Design\) \(11045\)](#)

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

## 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 \(11054\)](#)

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

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

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

**Semester 2**

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

[Programming for Design \(11055\)](#)

[Service Management \(11184\)](#)

[Web Frameworks and Dynamic Data \(11841\)](#)

**Year 3****Semester 1**

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

SM0026 Specialist Major in Service Management Restricted Choice Unit

[Front-end Web Design \(11056\)](#)

[Introduction to Interaction Design \(11655\)](#)

**Semester 2**

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

[Digital Media Art 2: Image Production \(11836\)](#)

[Service Systems, Transformation and Wellbeing \(11186\)](#)

Core Major in Business Restricted Choice unit

**Year 4****Semester 1**

[Designing for UX \(User Experience\) \(11842\)](#)

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

[Consumer and Buyer Behaviour \(11178\)](#)

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

**Semester 2**

Core Major in Business Restricted Choice unit

Digital Production Project (11840)

Professional Evidence (Design) (11045)

Service Design Project (11188)

**Year 5**

**Semester 1**

Open Elective Unit

Business Models and Value Creation (11187)

Emerging Production Technologies (11839)

Professional Evidence (Business) (11173)

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

**Year 1**

**Semester 1**

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

Introduction to Management (11174)

Principles of Typography and Layout (11063)

Visual Representation Techniques (11041)

**Semester 2**

Design Thinking and User Centered Design (11656)

Introduction to Economics (11175)

Service Management (11184)

Visual Communication Theory and Principles (11062)

**Year 2**

**Semester 1**

SM0026 Specialist Major in Service Management Restricted Choice Unit

Design for Digital Contexts (11064)

Introduction to Interaction Design (11655)

Marketing Fundamentals (11176)

**Semester 2**

Business Decision Making (11009)

Business Research Methods (11172)

Cross-Cultural Design Strategy (11068)

Design Culture and Society (11044)

### **Year 3**

#### **Semester 1**

Service Operations, Technology and Interfaces (11185)

Visual Branding and Identity Systems (11065)

Core Major in Business Restricted Choice unit

Consumer and Buyer Behaviour (11178)

#### **Semester 2**

Professional Practice (Industry Studios) (11831)

Core Major in Business Restricted Choice unit

Packaging Design and Communication (11067)

Service Systems, Transformation and Wellbeing (11186)

### **Year 4**

#### **Semester 1**

Business Models and Value Creation (11187)

Experiential Graphic Design (11066)

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

Open Elective Unit

#### **Semester 2**

Information Visualisation (11069)

Professional Evidence (Business) (11173)

Professional Evidence (Design) (11045)

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)

Principles of Typography and Layout (11063)

Visual Representation Techniques (11041)

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

### **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)

Service Systems, Transformation and Wellbeing (11186)

Core Major in Business Restricted Choice unit

Professional Practice (Industry Studios) (11831)

## **Year 4**

### **Semester 1**

[Consumer and Buyer Behaviour \(11178\)](#)

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

[Visual Branding and Identity Systems \(11065\)](#)

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

#### Semester 2

[Information Visualisation \(11069\)](#)

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

Core Major in Business Restricted Choice unit

[Professional Evidence \(Design\) \(11045\)](#)

#### Year 5

##### Semester 1

Open Elective Unit

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

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

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

# 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 \(CM0014\)](#)
- [Core Major in Design \(CM0003\)](#)

- [Specialist Major in Service Management \(SM0026\)](#)
- [Specialist Major in Interaction Design \(SM0011\)](#)
- [Specialist Major in Entrepreneurship and Innovation \(SM0020\)](#)
- [Specialist Major in Human Resource Management \(SM0022\)](#)
- [Specialist Major in International Business \(SM0023\)](#)
- [Specialist Major in Sport Management \(SM0027\)](#)
- [Specialist Major in Interaction Design \(SM0011\)](#)
- [Specialist Major in Management \(SM0024\)](#)
- [Specialist Major in Marketing \(SM0025\)](#)
- [Specialist Major in Industrial Design \(SM0010\)](#)
- [Specialist Major in Visual Communication Design \(SM0012\)](#)

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

## Enrolment data

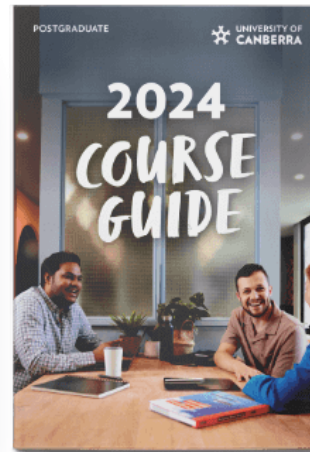
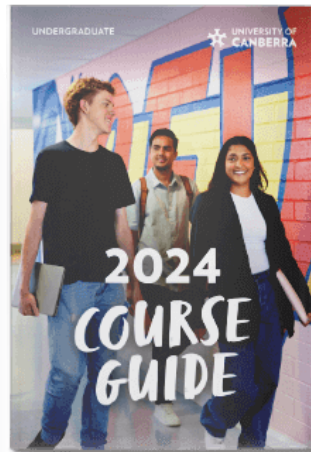
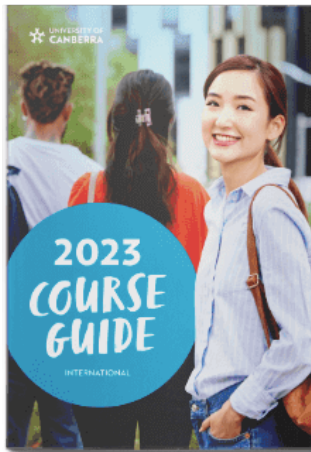
2023 enrolments for this course by location. Please note that enrolment numbers are indicative only and in no way reflect individual class sizes.

Location	Enrolments
UC - Canberra, Bruce	24

## Enquiries

Student category	Contact details
Prospective International 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>
Prospective Domestic Students	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> 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 <a href="mailto:bglstudent@canberra.edu.au">bglstudent@canberra.edu.au</a>

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

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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.