

Bachelor of Business/ Bachelor of Arts (MGAR03.2)

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

There are non-standard English language requirements for this course. To be eligible you must have an overall IELTS Academic score (or equivalent) of 6.0, a score of not less than 7.0 in both reading and writing, and no band score below 6.0. For alternate/equivalent ways of meeting the English requirements for this course please view the English Proficiency Requirements document on the university website.

[View IELTS equivalences](#)

Duration 4.0 years

UAC code 361544

Faculty Faculty of Business, Government & Law

Discipline School of Arts and Communications
Canberra Business School

Location Bruce, Canberra

Fees 

Per Unit

Per Annum

Full Course

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 There are non-standard English language requirements for this course. To be eligible you must have an overall IELTS Academic score (or equivalent) of 6.0, a score of not less than 7.0 in both reading and writing, and no band score below 6.0. For alternate/equivalent ways of meeting the English requirements for this course please view the English Proficiency Requirements document on the university website.

[View IELTS equivalences](#)

CRICOS code 099026E

Faculty Faculty of Business, Government & Law

Discipline School of Arts and Communications
Canberra Business School

Location Bruce, Canberra

Duration 4.0 years

Fees 

Per Unit

Per Annum

Full Course

About this course

Manage everything and anything

Take the theoretical knowledge and practical skills of business and add any one of five core creative study pathways and you have one of the most structured, flexible and transferrable qualifications available - welcome to the Bachelor of Business / Bachelor of Arts double degree.

This course takes the best components of a range of courses and combines them to create a powerful and adaptable qualification that covers everything from management, innovation and entrepreneurship, to creative writing, journalism, and digital media.

This course has been designed to produce innovative, globally engaged thinkers with the knowledge, skills and confidence to stamp their mark in dynamic working and creative environments anywhere the world.

If you desire a career in management within an industry that's both engaging challenging, but still unsure if which direction to focus on, then the UC Bachelor of Business and Bachelor of Arts degree will give you unlimited options.

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

- acquire theoretical knowledge to reflect critically on professional practice in the areas of business analysis, change management and implementation
- select a creative degree award in which to focus your studies on
- integrate theory and practice in entrepreneurship and innovation, and articulate the impacts of recent developments within the field
- critically evaluate a range of core business skills to find solutions to future work challenges in legal, economic and global business environments
- participate in international work and study experiences
- develop experience of professional management in work and organisations demonstrating creativity and initiative in new situations
- complete engaging hands-on units within industry organisations
- build strong industry relationships and networks.

Career opportunities

The UC Bachelor of Business / Bachelor of Arts is a globally recognised qualification that is both flexible and transferrable across a wide range of industries. Graduates of this course possess a clear understanding of business management and strategy, combined with a comprehensive insight in how to use creativity to add value to any business or organisation.

As a result, this qualification opens the door to many career pathways including:;

- international project manager
- filmmaker
- creative producer
- screenwriter
- director of photography
- sound designer
- production designer
- costume designer
- production manager
- special effects supervisor
- international consultant
- international finance manager
- business intelligence manager

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	✓	✓
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	02 February 2026	✓	✓
2026	Bruce, Canberra	Semester 2	27 July 2026	✓	✓

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 Arts (MGAR03) | 96 credit points

Restricted Choice - 48 credit points as follows

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

Arts - Must select 1 of the following

Specialist Major in Global Studies (SM0005) | 24 credit points

Required - Must pass 24 credit points as follows

Cultures and Diversity (11129) | 3 credit points – Level 1

Global Ethical Challenges (11145) | 3 credit points – Level 1

Global Perspectives on Gender, Sex and Sexuality (11146) | 3 credit points – Level 2

How the World Really Works: Busting the Myths of Globalisation (11147) | 3 credit points – Level 2

Studies in World Philosophies (11148) | 3 credit points – Level 2

Listening to Global Voices: World Literature and Cinema (11149) | 3 credit points – Level 2

Global Environmental Futures (11150) | 3 credit points – Level 3

Global Activism and Social Change (11151) | 3 credit points – Level 3

Specialist Major in Creative Writing (SM0001) | 24 credit points

Required - Must pass 24 credit points as follows

Introduction to Creative Writing (11113) | 3 credit points – Level 1

Writing, Rewriting (11114) | 3 credit points – Level 1

From Hungry Caterpillars to Hunger Games: Writing for Young People (11115) | 3 credit points – Level 2

Screenwriting (11116) | 3 credit points – Level 2

Poetry and the Imagination (11117) | 3 credit points – Level 2

Writing Self, Writing Place (11118) | 3 credit points – Level 2

Word and Image (11119) | 3 credit points – Level 3

Major Project Studio (11120) | 3 credit points – Level 3

Specialist Major in Culture and Heritage (SM0002) | 24 credit points

Required - Must pass 21 credit points as follows

Heritage Conservation (11015) | 3 credit points – Level 1

Understanding Cultural and Heritage Values (11121) | 3 credit points – Level 2

Indigenous Cultures and Digital Contexts (11122) | 3 credit points – Level 2

Exploring Digital Culture and Heritage (11124) | 3 credit points – Level 3

Indigenous Ways of Knowing (11126) | 3 credit points – Level 2

Connections to Country (11128) | 3 credit points – Level 2

Cultures and Diversity (11129) | 3 credit points – Level 1

Restricted Choice - Must pass 3 credit points from the following

Decolonising the Museum (11123) | 3 credit points – Level 3

Culture: Voicing the Living Archive (11861) | 3 credit points – Level 3

Note:

- From 2023 unit 11123 Decolonising the Museum has been replaced with 11861 Culture: Voicing the Living Archive.

Specialist Major in Digital Media (SM0003) | 24 credit points

Required - Must pass 24 credit points as follows

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

Character Design and Animation (11133) | 3 credit points – Level 2

Sound Design (11134) | 3 credit points – Level 2

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

Digital Media Art 1: Narrative Production (11837) | 3 credit points – Level 1

3D Media Art Production (11838) | 3 credit points – Level 2

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

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

- The Specialist Major in Digital Media 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

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

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

Required - 48 credit points as follows

Core Major in Arts (CM0001) | 24 credit points

Required - Must pass 18 credit points as follows

Professional Orientation (Arts) (10333) | 3 credit points – Level 1

Big Stories: Culture, Memory and Power (11108) | 3 credit points – Level 1

It Must Be True: Knowledge, Culture and Creativity (11109) | 3 credit points – Level 1

Reading Culture, Curating Culture (11110) | 3 credit points – Level 1

The Grand Experiment (11111) | 3 credit points – Level 1

Professional Evidence (Arts) (11112) | 3 credit points – Level 3

Restricted Choice - Must pass 6 credit points from the following

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

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

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

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

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

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

Note:

- From 2022 units 11017 and 11018 are no longer available. Students must select two units from 11829, 11830, 11832 and 11833.

Core Major in Business (CM0014) | 24 credit points

Required - Must pass 18 credit points as follows

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

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

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

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

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

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

Restricted Choice - Must pass 6 credit points 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.

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 Arts (Creative Writing) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Big Stories: Culture, Memory and Power (11108)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Introduction to Creative Writing (11113)

Introduction to Management (11174)

Semester 2

Business Decision Making (11009)

It Must Be True: Knowledge, Culture and Creativity (11109)

Marketing Fundamentals (11176)

Writing, Rewriting (11114)

Year 2

Semester 1

Introduction to Economics (11175)

Reading Culture, Curating Culture (11110)

Screenwriting (11116)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)

Creative and Critical Thinking for Problem Solving (11201)

From Hungry Caterpillars to Hunger Games: Writing for Young People (11115)

The Grand Experiment (11111)

Year 3

Semester 1

Business Start Up Essentials (11199)

Entrepreneurship in Government and Large Organisations (11200)

CM0014 Core Major in Business Restricted Choice Unit

Writing Self, Writing Place (11118)

Semester 2

Poetry and the Imagination (11117)

CM0014 Core Major in Business Restricted Choice Unit

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

Innovation Management (11202)

Year 4

Semester 1

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

Indigenous and Cultural Entrepreneurship (11190)

Open Elective Unit

Word and Image (11119)

Semester 2

Commercialising Your Business Idea (11203)

Major Project Studio (11120)

Professional Evidence (Arts) (11112)

Professional Evidence (Business) (11173)

with Arts (Creative Writing) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Introduction to Economics (11175)

Introduction to Management (11174)

It Must Be True: Knowledge, Culture and Creativity (11109)

Writing, Rewriting (11114)

Year 2

Semester 1

Introduction to Creative Writing (11113)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Big Stories: Culture, Memory and Power (11108)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)

From Hungry Caterpillars to Hunger Games: Writing for Young People (11115)

Marketing Fundamentals (11176)

The Grand Experiment (11111)

Year 3

Semester 1

Business Decision Making (11009)

Business Start Up Essentials (11199)

Reading Culture, Curating Culture (11110)

Screenwriting (11116)

Semester 2

Innovation Management (11202)

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

Creative and Critical Thinking for Problem Solving (11201)

Poetry and the Imagination (11117)

Year 4

Semester 1

Writing Self, Writing Place (11118)

CM0014 Core Major in Business Restricted Choice Unit

Open Elective Unit

Indigenous and Cultural Entrepreneurship (11190)

Semester 2

Commercialising Your Business Idea (11203)

CM0014 Core Major in Business Restricted Choice Unit

Major Project Studio (11120)

Professional Evidence (Arts) (11112)

Year 5

Semester 1

Entrepreneurship in Government and Large Organisations (11200)

Professional Evidence (Business) (11173)

Word and Image (11119)

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

with Arts (Culture and Heritage) - Full Time, Sem 1 Commencing**Year 1****Semester 1**

Big Stories: Culture, Memory and Power (11108)

Cultures and Diversity (11129)

Introduction to Management (11174)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Semester 2

Business Decision Making (11009)

Heritage Conservation (11015)

It Must Be True: Knowledge, Culture and Creativity (11109)

Marketing Fundamentals (11176)

Year 2**Semester 1**

Indigenous Cultures and Digital Contexts (11122)

Introduction to Economics (11175)

Reading Culture, Curating Culture (11110)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)

Connections to Country (11128)

Creative and Critical Thinking for Problem Solving (11201)

The Grand Experiment (11111)

Year 3

Semester 1

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

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

[Indigenous Ways of Knowing \(11126\)](#)

CM0014 Core Major in Business Restricted Choice Unit

Semester 2

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

[Understanding Cultural and Heritage Values \(11121\)](#)

CM0014 Core Major in Business Restricted Choice Unit

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

Year 4

Semester 1

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

Open Elective Unit

[Decolonising the Museum \(11123\)](#)

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

Semester 2

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

[Exploring Digital Culture and Heritage \(11124\)](#)

[Professional Evidence \(Arts\) \(11112\)](#)

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

with Arts (Culture and Heritage) - Full Time, Sem 2 Commencing

Year 1

Semester 2

[Heritage Conservation \(11015\)](#)

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

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

It Must Be True: Knowledge, Culture and Creativity (11109)

Year 2

Semester 1

Big Stories: Culture, Memory and Power (11108)

Cultures and Diversity (11129)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Semester 2

Business Research Methods (11172)

Connections to Country (11128)

Marketing Fundamentals (11176)

The Grand Experiment (11111)

Year 3

Semester 1

Business Decision Making (11009)

Business Start Up Essentials (11199)

Indigenous Cultures and Digital Contexts (11122)

Reading Culture, Curating Culture (11110)

Semester 2

Understanding Cultural and Heritage Values (11121)

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

Creative and Critical Thinking for Problem Solving (11201)

Innovation Management (11202)

Year 4

Semester 1

Indigenous Ways of Knowing (11126)

Indigenous and Cultural Entrepreneurship (11190)

CM0014 Core Major in Business Restricted Choice Unit

Open Elective Unit

Semester 2

[Exploring Digital Culture and Heritage \(11124\)](#)

CM0014 Core Major in Business Restricted Choice Unit

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

[Professional Evidence \(Arts\) \(11112\)](#)

Year 5

Semester 1

[Decolonising the Museum \(11123\)](#)

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

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

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

with Arts (Digital Media) - Full Time, Sem 1 Commencing

Year 1

Semester 1

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Digital Media Art 1: Narrative Production \(11837\)](#)

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

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Semester 2

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

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

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

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

Year 2

Semester 1

[3D Media Art Production \(11838\)](#)

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

Reading Culture, Curating Culture (11110)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)

Character Design and Animation (11133)

Creative and Critical Thinking for Problem Solving (11201)

The Grand Experiment (11111)

Year 3

Semester 1

Business Start Up Essentials (11199)

CM0014 Core Major in Business Restricted Choice Unit

Design for Digital Contexts (11064)

Entrepreneurship in Government and Large Organisations (11200)

Semester 2

Innovation Management (11202)

Sound Design (11134)

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

CM0014 Core Major in Business Restricted Choice Unit

Year 4

Semester 1

Emerging Production Technologies (11839)

Indigenous and Cultural Entrepreneurship (11190)

Open Elective Unit

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

Semester 2

Commercialising Your Business Idea (11203)

Digital Production Project (11840)

Professional Evidence (Arts) (11112)

Professional Evidence (Business) (11173)

with Arts (Digital Media) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Digital Media Art 2: Image Production (11836)

Introduction to Economics (11175)

Introduction to Management (11174)

It Must Be True: Knowledge, Culture and Creativity (11109)

Year 2

Semester 1

Big Stories: Culture, Memory and Power (11108)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Digital Media Art 1: Narrative Production (11837)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)

Character Design and Animation (11133)

Marketing Fundamentals (11176)

The Grand Experiment (11111)

Year 3

Semester 1

3D Media Art Production (11838)

Business Decision Making (11009)

Business Start Up Essentials (11199)

Reading Culture, Curating Culture (11110)

Semester 2

Creative and Critical Thinking for Problem Solving (11201)

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

Innovation Management (11202)

Sound Design (11134)

Year 4

Semester 1

[Design for Digital Contexts \(11064\)](#)

Open Elective Unit

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

CM0014 Core Major in Business Restricted Choice Unit

Semester 2

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

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

[Professional Evidence \(Arts\) \(11112\)](#)

CM0014 Core Major in Business Restricted Choice Unit

Year 5

Semester 1

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

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

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

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

with Arts (Global Studies) - Full Time, Sem 1 Commencing

Year 1

Semester 1

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Cultures and Diversity \(11129\)](#)

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

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Semester 2

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

[Global Ethical Challenges \(11145\)](#)

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

Marketing Fundamentals (11176)

Year 2

Semester 1

How the World Really Works: Busting the Myths of Globalisation (11147)

Introduction to Economics (11175)

Reading Culture, Curating Culture (11110)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)

Creative and Critical Thinking for Problem Solving (11201)

Global Perspectives on Gender, Sex and Sexuality (11146)

The Grand Experiment (11111)

Year 3

Semester 1

Business Start Up Essentials (11199)

Entrepreneurship in Government and Large Organisations (11200)

Listening to Global Voices: World Literature and Cinema (11149)

CM0014 Core Major in Business Restricted Choice Unit

Semester 2

Innovation Management (11202)

CM0014 Core Major in Business Restricted Choice Unit

Studies in World Philosophies (11148)

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)

Global Environmental Futures (11150)

Indigenous and Cultural Entrepreneurship (11190)

Open Elective Unit

Semester 2

Commercialising Your Business Idea (11203)

Global Activism and Social Change (11151)

Professional Evidence (Arts) (11112)

Professional Evidence (Business) (11173)

with Arts (Global Studies) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Global Ethical Challenges (11145)

Introduction to Economics (11175)

Introduction to Management (11174)

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[Heritage Conservation \(11015\)](#)

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

[Stakeholder Engagement in Sport \(11560\)](#)

Year 2

Semester 1

[Indigenous Cultures and Digital Contexts \(11122\)](#)

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

[Principles of Sport Delivery \(11559\)](#)

[Reading Culture, Curating Culture \(11110\)](#)

Semester 2

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

[Connections to Country \(11128\)](#)

[Sport Governance and Policy \(11563\)](#)

[The Grand Experiment \(11111\)](#)

Year 3

Semester 1

CM0014 Core Major in Business Restricted Choice Unit

[High Performance Sport Management \(11561\)](#)

[Indigenous Ways of Knowing \(11126\)](#)

[Sport Innovation and Program Development \(11562\)](#)

Semester 2

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

[Sports Integrity, Ethics and Law \(11564\)](#)

[Understanding Cultural and Heritage Values \(11121\)](#)

CM0014 Core Major in Business Restricted Choice Unit

Year 4

Semester 1

[The Commercialisation of Sport \(11565\)](#)

Open Elective Unit

[Decolonising the Museum \(11123\)](#)

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

Semester 2

[Exploring Digital Culture and Heritage \(11124\)](#)

[Leadership in Sport \(11566\)](#)

Professional Evidence (Arts) (11112)

Professional Evidence (Business) (11173)

with Arts (Culture and Heritage) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Introduction to Economics (11175)

Introduction to Management (11174)

It Must Be True: Knowledge, Culture and Creativity (11109)

The Grand Experiment (11111)

Year 2

Semester 1

Big Stories: Culture, Memory and Power (11108)

Cultures and Diversity (11129)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Principles of Sport Delivery (11559)

Semester 2

Business Research Methods (11172)

Connections to Country (11128)

Heritage Conservation (11015)

Stakeholder Engagement in Sport (11560)

Year 3

Semester 1

Business Decision Making (11009)

High Performance Sport Management (11561)

Indigenous Cultures and Digital Contexts (11122)

Reading Culture, Curating Culture (11110)

Semester 2

Sport Governance and Policy (11563)

[Understanding Cultural and Heritage Values \(11121\)](#)

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

[Sports Integrity, Ethics and Law \(11564\)](#)

Year 4

Semester 1

[Sport Innovation and Program Development \(11562\)](#)

CM0014 Core Major in Business Restricted Choice Unit

Open Elective Unit

[Indigenous Ways of Knowing \(11126\)](#)

Semester 2

[Exploring Digital Culture and Heritage \(11124\)](#)

[Leadership in Sport \(11566\)](#)

CM0014 Core Major in Business Restricted Choice Unit

[Professional Evidence \(Arts\) \(11112\)](#)

Year 5

Semester 1

[Decolonising the Museum \(11123\)](#)

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

[The Commercialisation of Sport \(11565\)](#)

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

with Arts (Digital Media) - Full Time, Sem 1 Commencing

Year 1

Semester 1

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Digital Media Art 1: Narrative Production \(11837\)](#)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

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

Semester 2

Business Decision Making (11009)

Digital Media Art 2: Image Production (11836)

It Must Be True: Knowledge, Culture and Creativity (11109)

Stakeholder Engagement in Sport (11560)

Year 2

Semester 1

3D Media Art Production (11838)

Introduction to Economics (11175)

Principles of Sport Delivery (11559)

Reading Culture, Curating Culture (11110)

Semester 2

Business Research Methods (11172)

Character Design and Animation (11133)

Sport Governance and Policy (11563)

The Grand Experiment (11111)

Year 3

Semester 1

CM0014 Core Major in Business Restricted Choice Unit

Design for Digital Contexts (11064)

High Performance Sport Management (11561)

Sport Innovation and Program Development (11562)

Semester 2

Sound Design (11134)

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

Sports Integrity, Ethics and Law (11564)

CM0014 Core Major in Business Restricted Choice Unit

Year 4

Semester 1

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

Emerging Production Technologies (11839)

Open Elective Unit

The Commercialisation of Sport (11565)

Semester 2

Digital Production Project (11840)

Leadership in Sport (11566)

Professional Evidence (Arts) (11112)

Professional Evidence (Business) (11173)

with Arts (Digital Media) - Full Time, Sem 2 Commencing

Year 1

Semester 2

Digital Media Art 2: Image Production (11836)

Introduction to Economics (11175)

Introduction to Management (11174)

It Must Be True: Knowledge, Culture and Creativity (11109)

Year 2

Semester 1

Big Stories: Culture, Memory and Power (11108)

Digital Media Art 1: Narrative Production (11837)

Principles of Sport Delivery (11559)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Semester 2

Business Research Methods (11172)

Character Design and Animation (11133)

Stakeholder Engagement in Sport (11560)

The Grand Experiment (11111)

Year 3

Semester 1

3D Media Art Production (11838)

Business Decision Making (11009)

High Performance Sport Management (11561)

Reading Culture, Curating Culture (11110)

Semester 2

Sound Design (11134)

Sport Governance and Policy (11563)

Sports Integrity, Ethics and Law (11564)

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

Year 4**Semester 1**

Design for Digital Contexts (11064)

CM0014 Core Major in Business Restricted Choice Unit

Open Elective Unit

Sport Innovation and Program Development (11562)

Semester 2

Professional Evidence (Arts) (11112)

CM0014 Core Major in Business Restricted Choice Unit

Digital Production Project (11840)

Leadership in Sport (11566)

Year 5**Semester 1**

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

Emerging Production Technologies (11839)

Professional Evidence (Business) (11173)

The Commercialisation of Sport (11565)

with Arts (Global Studies) - Full Time, Sem 1 Commencing

Year 1

Semester 1

Big Stories: Culture, Memory and Power (11108)

Cultures and Diversity (11129)

Introduction to Management (11174)

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

Semester 2

Business Decision Making (11009)

Global Ethical Challenges (11145)

It Must Be True: Knowledge, Culture and Creativity (11109)

Stakeholder Engagement in Sport (11560)

Year 2

Semester 1

How the World Really Works: Busting the Myths of Globalisation (11147)

Introduction to Economics (11175)

Principles of Sport Delivery (11559)

Reading Culture, Curating Culture (11110)

Semester 2

Business Research Methods (11172)

Global Perspectives on Gender, Sex and Sexuality (11146)

Sport Governance and Policy (11563)

The Grand Experiment (11111)

Year 3

Semester 1

High Performance Sport Management (11561)

Listening to Global Voices: World Literature and Cinema (11149)

Sport Innovation and Program Development (11562)

CM0014 Core Major in Business Restricted Choice Unit

Semester 2

Sports Integrity, Ethics and Law (11564)

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

[Studies in World Philosophies \(11148\)](#)

CM0014 Core Major in Business Restricted Choice Unit

Year 4

Semester 1

[The Commercialisation of Sport \(11565\)](#)

Open Elective Unit

[Global Environmental Futures \(11150\)](#)

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

Semester 2

[Global Activism and Social Change \(11151\)](#)

[Leadership in Sport \(11566\)](#)

[Professional Evidence \(Arts\) \(11112\)](#)

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

with Arts (Global Studies) - Full Time, Sem 2 Commencing

Year 1

Semester 2

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

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

[It Must Be True: Knowledge, Culture and Creativity \(11109\)](#)

[The Grand Experiment \(11111\)](#)

Year 2

Semester 1

10333 Professional Orientation (Arts) OR 11011 Professional Orientation (Business)

[Big Stories: Culture, Memory and Power \(11108\)](#)

[Cultures and Diversity \(11129\)](#)

[Principles of Sport Delivery \(11559\)](#)

Semester 2

Business Research Methods (11172)

Global Ethical Challenges (11145)

Global Perspectives on Gender, Sex and Sexuality (11146)

Stakeholder Engagement in Sport (11560)

Year 3

Semester 1

Business Decision Making (11009)

High Performance Sport Management (11561)

How the World Really Works: Busting the Myths of Globalisation (11147)

Reading Culture, Curating Culture (11110)

Semester 2

Sport Governance and Policy (11563)

Sports Integrity, Ethics and Law (11564)

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

Studies in World Philosophies (11148)

Year 4

Semester 1

CM0014 Core Major in Business Restricted Choice Unit

Global Environmental Futures (11150)

Listening to Global Voices: World Literature and Cinema (11149)

Sport Innovation and Program Development (11562)

Semester 2

Leadership in Sport (11566)

CM0014 Core Major in Business Restricted Choice Unit

Global Activism and Social Change (11151)

Professional Evidence (Arts) (11112)

Year 5

Semester 1

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

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

Open Elective Unit

[The Commercialisation of Sport \(11565\)](#)

Course information

Course duration

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

Learning outcomes

Learning outcomes	Related graduate attributes
Refer to individual courses.	-

Majors

- [Core Major in Arts \(CM0001\)](#)
- [Core Major in Business \(CM0014\)](#)
- [Specialist Major in International Business \(SM0023\)](#)
- [Specialist Major in Marketing \(SM0025\)](#)
- [Specialist Major in Creative Writing \(SM0001\)](#)
- [Specialist Major in Entrepreneurship and Innovation \(SM0020\)](#)
- [Specialist Major in Culture and Heritage \(SM0002\)](#)
- [Specialist Major in Human Resource Management \(SM0022\)](#)
- [Specialist Major in Global Studies \(SM0005\)](#)
- [Specialist Major in Digital Media \(SM0003\)](#)
- [Specialist Major in Sport Management \(SM0027\)](#)
- [Specialist Major in Management \(SM0024\)](#)

Awards

Award	Official abbreviation
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Bachelor of Arts (Creative Writing)	BA (CreativeWrtg)
Bachelor of Arts (Culture and Heritage)	BA (Cult&Herit)
Bachelor of Arts (Digital Media)	BA (DigitalMedia)
Bachelor of Arts (Global Studies)	BA (GlobalSt)
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.

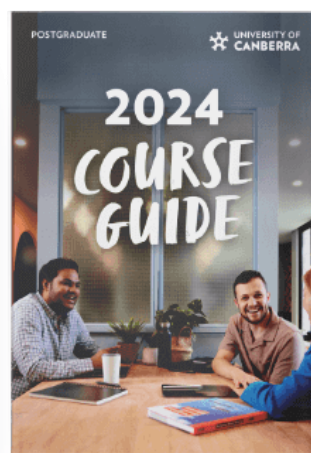
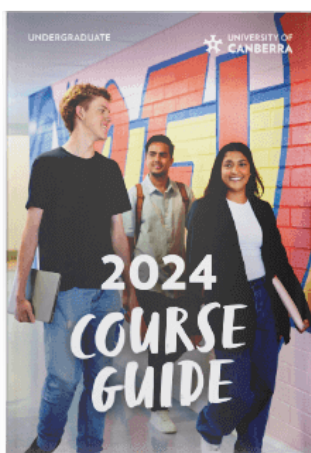
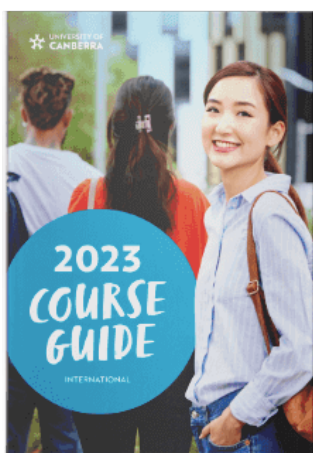
Related courses

- [Bachelor of Arts \(Creative Writing\) \(ARB001\)](#)
- [Bachelor of Arts \(Culture and Heritage\) \(ARB002\)](#)
- [Bachelor of Arts \(Digital Media\) \(ARB003\)](#)
- [Bachelor of Arts \(Film Production\) \(ARB004\)](#)
- [Bachelor of Arts \(Global Studies\) \(ARB005\)](#)
- [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 \(Sport Management\) \(MGB108\)](#)

Enquiries

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