

Bachelor of Business (Service Management) (MGB107.1)

Please note these are the 2023 details for this course

Domestic students

Selection rank 60

Note:

The selection rank is the minimum ATAR plus adjustment factors required for admission to the program in the previous year. This is an indicative guide only as ranks change each year depending on demand.

English language requirements

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

[View IELTS equivalences](#)

Duration 3.0 years

UAC code 361217

Faculty Faculty of Business, Government & Law

Discipline Canberra Business School

Location UC - Canberra, Bruce

Fees 2021: Commonwealth Supported Place
2022: Commonwealth Supported Place

Disclaimer:

Annual fee rates

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

International students

Academic entry requirements

To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our [academic entry requirements page](#).

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

English language requirements

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

[View IELTS equivalences](#)

CRICOS code

095933B

Faculty

Faculty of Business, Government & Law

Discipline

Canberra Business School

Location

UC - Canberra, Bruce

Duration

3.0 years

Fees

2021: \$32,300 per year

2022: \$32,800 per year

Disclaimer:

Annual fee rates

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

About this course

Explore the business of the service economy

With modern global economies spending an increasing amount on 'services' over 'goods', and the creation of more jobs in the service sector, this course will prepare you for a world that is increasingly dependent upon services and service systems. This is a world where businesses, organisations, government and social enterprises must learn to adopt a service perspective to successfully create value for their customers and stakeholders.

To learn to effectively manage the operational, technological and human aspects of service businesses across the commercial, government and not-for-profit sectors, you'll tackle complex service problems, with concepts and ideas from across multiple business disciplines. Upon graduation, you'll have an impressive knowledge base and durable skillset which will enable you to lead, thrive and adapt in the emerging, and rapidly changing, service society.

Study a Bachelor of Business (Service Management) at UC and you will:

- integrate theory and practice in service management and articulate the impacts of recent developments within the field
- locate and evaluate a range of research frameworks and skills within service management
- develop and practice a service perspective on business and in managing organisations
- examine service phenomenon at multiple levels of analysis and identify connections between them

- utilise design thinking when investigating service problems and creating solutions to them
- create value in services through relevant indicators, such as service quality, service experience, customer satisfaction or wellbeing outcomes
- synthesise interdisciplinary business knowledge when analysing and responding to complex or uncertain service problems.

Work Integrated Learning

The Bachelor of Business (Service Management) integrates theoretical learning with practice thanks to regular authentic Work Integrated Learning (WIL) experiences. Academics and industry work together to facilitate a range of diverse opportunities for you, including work simulations, internship workshops and placements, guest speakers, industry projects, overseas study tours and more.

Students of the faculty have previously undertaken internships across a range of sectors, with organisations including Escape Luxury Camping, Brumbies Rugby, the Australian College of Nursing, Canberra Cavalry, Southern Tablelands Arts, Goulburn Regional Conservatorium, RDA Southern Inland, Careers UC and UniLodge (UC).

Career opportunities

- Company director
- International business development manager
- General manager
- Global account manager
- Import/export logistics officer
- International business consultant
- Government policy adviser
- Product development manager
- International trade coordinator
- International management consultant
- Economic officer
- Business intelligence manager
- Marketing manager
- Human resources adviser
- Customer engagement manager

Course-specific information

High-achieving students can enrol in the Bachelor of Philosophy (Honours) program.

Admission requirements

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

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

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

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

Assumed knowledge

None.

Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

Canberra Institute Of Technology

[PSP50116 - Diploma of Government \(23758\)](#)

Cetana Psb Intellis International College (Psb College)

[Diploma in Business Administration - 2017 Version \(23312\)](#)

Chandigarh University

[Bachelor of Business Administration \(24214\)](#)

Hainan College Of Economics And Business

[Sino-Australia Programme, Accounting Stream \(24153\)](#)

Melbourne College Of Advanced Studies

[Bachelor Qualifying Program \(BQP\) - Fast Track Program \(25834\)](#)

[Bachelor of Qualifying Program - Completion of General Program \(25895\)](#)

Namseoul University

[Study in the Business Administration Program \(20717\)](#)

[Study in the Global Distribution & Marketing or International Trade Programs \(20652\)](#)

Nims College

[Bachelor of Business Studies \(24956\)](#)

Other Australian Tafe

[Any Australian Diploma \(AQF5\) \(25616\)](#)

Overseas Institution

[Any Overseas Qualification equivalent to AQF5 \(25617\)](#)

Pannasastra University Of Cambodia

[Bachelor of Arts \(Faculty of Business and Economics Majors\) \(21373\)](#)

Psb Academy

[Diploma in Business Administration - 2017 Version \(23333\)](#)

Qingdao University Of Science & Technology

[Undergraduate Business Administration Course \(23111\)](#)

Research Institute Of Tsinghua University In Shenzhen

[Programme of Business Administration \(23256\)](#)

University Of Canberra College

[Diploma of Business \(24855\)](#)

[Diploma of Business \(Extended\) \(24873\)](#)

Xiangtan University

[Undergraduate - Electronic Commerce Program \(25496\)](#)

Course requirements

Bachelor of Business (Service Management) (MGB107) | 72 credit points

Open Electives - 24 credit points from the following

- - Must pass 24 credit points from anywhere in the University, as a breadth major, a breadth minor and/or as individual units.

Required - 48 credit points as follows

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.

Core Major in Business (CM0014) | 24 credit points

Required - Must pass 18 credit points as follows

- Business Decision Making (11009) | 3 credit points – Level 1
- Professional Orientation (Business) (11011) | 3 credit points – Level 1
- Business Research Methods (11172) | 3 credit points – Level 1
- Professional Evidence (Business) (11173) | 3 credit points – Level 3
- Introduction to Management (11174) | 3 credit points – Level 1
- Introduction to Economics (11175) | 3 credit points – Level 1

Restricted Choice - Must pass 6 credit points from the following

- International Business Study Tour (9628) | 3 credit points – Level 2
- Business, Government & Law Extended Internship (10158) | 6 credit points – Level 3
- Business, Government & Law Professional Internship (10236) | 12 credit points – Level 3
- BGL Internship (Commerce) (11166) | 3 credit points – Level 3
- BGL Internship (Business and Management) (11167) | 3 credit points – Level 3
- BGL Internship (Government and Policy) (11168) | 3 credit points – Level 3
- Organisational Communications, Culture and Change (11169) | 3 credit points – Level 3
- Business Communication (11170) | 3 credit points – Level 2
- Social Enterprise (11379) | 3 credit points – Level 2

Note:

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

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

Typical study pattern

UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

Year 1

Semester 1

Introduction to Economics (11175)
Introduction to Management (11174)
Marketing Fundamentals (11176)
Professional Orientation (Business) (11011)

Semester 2

One Open Elective Unit
Business Decision Making (11009)
Business Research Methods (11172)
Service Management (11184)

Year 2

Semester 1

Consumer and Buyer Behaviour (11178)

Semester 2

Two Open Elective Units

Two Open Elective Units [Service Systems, Transformation and Wellbeing \(11186\)](#)
SM0026 Restricted Choice Unit [Core Major in Business Restricted Choice unit](#)

Year 3

Semester 1

[Business Models and Value Creation \(11187\)](#)
One Open Elective Unit
[Core Major in Business Restricted Choice unit](#)
[Service Operations, Technology and Interfaces \(11185\)](#)

Semester 2

[Professional Evidence \(Business\) \(11173\)](#)
[Service Design Project \(11188\)](#)
Two Open Elective Units

Standard Full Time, Semester 1 Commencing with 24cps Unspecified Credit

Year 1

Semester 1

[Introduction to Economics \(11175\)](#)
[Introduction to Management \(11174\)](#)
[Marketing Fundamentals \(11176\)](#)
[Professional Orientation \(Business\) \(11011\)](#)

Semester 2

[Business Decision Making \(11009\)](#)
[Business Research Methods \(11172\)](#)
[Core Major in Business Restricted Choice unit](#)
[Service Management \(11184\)](#)

Year 2

Semester 1

[Business Models and Value Creation \(11187\)](#)
[Consumer and Buyer Behaviour \(11178\)](#)
[Service Operations, Technology and Interfaces \(11185\)](#)
SM0026 Restricted Choice Unit

Semester 2

[Professional Evidence \(Business\) \(11173\)](#)
[Service Design Project \(11188\)](#)
[Service Systems, Transformation and Wellbeing \(11186\)](#)
[Core Major in Business Restricted Choice unit](#)

Standard Full Time, Semester 2 Commencing

Year 1

Semester 2

[Introduction to Economics \(11175\)](#)
[Introduction to Management \(11174\)](#)
[Professional Orientation \(Business\) \(11011\)](#)
[Service Management \(11184\)](#)

Year 2

Semester 1

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

Semester 2

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

Business Research Methods (11172)

Three Open Elective Units

One Open Elective Unit

Marketing Fundamentals (11176)

Year 3

Semester 1

SM0026 Restricted Choice Unit

Consumer and Buyer Behaviour (11178)

Service Operations, Technology and Interfaces (11185)

Core Major in Business Restricted Choice unit

Semester 2

Service Design Project (11188)

Core Major in Business Restricted Choice unit

Two Open Elective Units

Year 4

Semester 1

Two Open Elective Units

Business Models and Value Creation (11187)

Professional Evidence (Business) (11173)

Standard Full Time, Semester 2 Commencing with 24cps Unspecified Credit

Year 1

Semester 2

Introduction to Economics (11175)

Introduction to Management (11174)

Professional Orientation (Business) (11011)

Service Management (11184)

Year 2

Semester 1

SM0026 Restricted Choice Unit

Business Decision Making (11009)

Marketing Fundamentals (11176)

Service Operations, Technology and Interfaces (11185)

Semester 2

Business Research Methods (11172)

Core Major in Business Restricted Choice unit

Service Design Project (11188)

Service Systems, Transformation and Wellbeing (11186)

Year 3

Semester 1

Business Models and Value Creation (11187)

Consumer and Buyer Behaviour (11178)

Professional Evidence (Business) (11173)

Core Major in Business Restricted Choice unit

Standard Part Time, Semester 1 Commencing

Year 1

Semester 1

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

[Professional Orientation \(Business\) \(11011\)](#)

Semester 2

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

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

Year 2

Semester 1

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

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

Semester 2

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

One Open Elective Unit

Year 3

Semester 1

SM0026 Restricted Choice Unit

One Open Elective Unit

Semester 2

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

One Open Elective Unit

Year 4

Semester 1

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

One Open Elective Unit

Semester 2

Core Major in Business Restricted Choice unit

One Open Elective Unit

Year 5

Semester 1

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

One Open Elective Unit

Semester 2

One Open Elective Unit

Core Major in Business Restricted Choice unit

Year 6

Semester 1

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

One Open Elective Unit

Semester 2

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

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

Standard Part Time, Semester 2 Commencing

Year 1

Semester 2

Professional Orientation (Business) (11011)

Service Management (11184)

Year 2

Semester 1

Introduction to Management (11174)

Marketing Fundamentals (11176)

Year 3

Semester 1

One Open Elective Unit

Business Research Methods (11172)

Year 4

Semester 1

SM0026 Restricted Choice Unit

One Open Elective Unit

Year 5

Semester 1

Consumer and Buyer Behaviour (11178)

One Open Elective Unit

Year 6

Semester 1

Service Operations, Technology and Interfaces (11185)

One Open Elective Unit

Year 7

Semester 1

Business Models and Value Creation (11187)

Professional Evidence (Business) (11173)

Semester 2

One Open Elective Unit

Introduction to Economics (11175)

Semester 2

Business Decision Making (11009)

One Open Elective Unit

Semester 2

Service Systems, Transformation and Wellbeing (11186)

One Open Elective Unit

Semester 2

Core Major in Business Restricted Choice unit

One Open Elective Unit

Semester 2

Service Design Project (11188)

Core Major in Business Restricted Choice unit

Course information

Course duration

Standard six semesters full-time or equivalent. Maximum twenty semesters.

Learning outcomes

Learning outcomes	Related graduate attributes
<p>Integrate theory and practice in Service Management and articulate the impacts of recent developments within the field.</p>	<p>1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills;</p> <p>1.5 UC graduates are professional: display initiative and drive, and use their organisational skills to plan and manage their workload; and</p> <p>3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development.</p>
<p>Critically evaluate a range of core and contemporary business skills to synthesise solutions to future work challenges in the legal, economic and global business environment.</p>	<p>1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p>
<p>Analyse and apply a range of contemporary approaches to business innovation and organisational change.</p>	<p>1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; and</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.</p>
<p>Develop and apply experience of professional management in work and organisations demonstrating creativity and initiative in new situations.</p>	<p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.</p>
<p>Synthesise and apply a range of ethical, socially responsible and sustainable solutions in a changing business environment and reflect upon levels of personal autonomy and accountability associated with the decision-making process.</p>	<p>1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; and</p> <p>2.6 UC graduates are global citizens: behave ethically and sustainably in their professional and personal lives.</p>

Locate and evaluate a range of research frameworks and skills within Service Management.

1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; and

3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development.

To develop and practice a service perspective on business and in managing organisations.

1.1 UC graduates are professional: employ up-to-date and relevant knowledge and skills;

1.3 UC graduates are professional: use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems;

2.1 UC graduates are global citizens: think globally about issues in their profession;

2.2 UC graduates are global citizens: adopt an informed and balanced approach across professional and international boundaries; and

3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development.

To examine service phenomenon at multiple levels of analysis and identify connections between them.

1.2 UC graduates are professional: communicate effectively;

2.3 UC graduates are global citizens: understand issues in their profession from the perspective of other cultures;

2.4 UC graduates are global citizens: communicate effectively in diverse cultural and social settings;

3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;

3.2 UC graduates are lifelong learners: be self-aware; and

3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.

To utilise design thinking when investigating service problems and creating solutions to them.

1.5 UC graduates are professional: display initiative and

	<p>drive, and use their organisational skills to plan and manage their workload;</p> <p>3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;</p> <p>3.2 UC graduates are lifelong learners: be self-aware.</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.</p>
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To create value in services through relevant indicators such as service quality, the service experience, customer satisfaction, or well-being outcomes

	<p>2.3 UC graduates are global citizens: understand issues in their profession from the perspective of other cultures;</p> <p>2.4 UC graduates are global citizens: communicate effectively in diverse cultural and social settings;</p> <p>2.5 UC graduates are global citizens: make creative use of technology in their learning and professional lives;</p> <p>2.6 UC graduates are global citizens: behave ethically and sustainably in their professional and personal lives;</p> <p>3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; and</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas.</p>
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To synthesise interdisciplinary business knowledge when analysing and responding to complex or uncertain service problems.

	<p>1.2 UC graduates are professional: communicate effectively;</p> <p>3.1 UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development;</p> <p>3.2 UC graduates are lifelong learners: be self-aware;</p> <p>3.3 UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and</p> <p>3.4 UC graduates are lifelong learners: evaluate and adopt new technology.</p>
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Majors

- [Core Major in Business \(CM0014\)](#)
- [Specialist Major in Service Management \(SM0026\)](#)

Awards

Award	Official abbreviation
Bachelor of Business (Service Management)	BBus (ServiceMgt)

Honours

High performing students may be eligible for entry into the Bachelor of Philosophy (Honours) course.

Enrolment data

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

Location	Enrolments
UC - Canberra, Bruce	6

Enquiries

Student category	Contact details
Prospective Domestic Students:	Email study@canberra.edu.au or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students:	Email international@canberra.edu.au or Phone +61 2 6201 5342
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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CRICOS 00212K

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.