

Bachelor of Business/ Bachelor of Information Technology (MGIT02.2)

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
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Duration	4.0 years
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UAC code	361534
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Faculty	Faculty of Business, Government & Law
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Discipline	Canberra Business School Academic Program Area - Technology
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Location	UC - Canberra, Bruce
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Fees	2021: Commonwealth Supported Place 2022: Commonwealth Supported Place Disclaimer: Annual fee rates <p>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.</p>
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International students

Academic entry requirements	To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic
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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

099005K

Faculty

Faculty of Business, Government & Law

Discipline

Canberra Business School
Academic Program Area - Technology

Location

UC - Canberra, Bruce

Duration

4.0 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

Discover the world of business and information technology

If getting a high paying job within an industry that is continuously expanding and evolving is what you're looking for, then the UC Bachelor of Business and Bachelor of Information Technology offers the perfect platform from which to manage your way to the top.

This course explores a range of business disciplines including management, government and business relations, strategy, leadership, marketing; and merges it with core IT theories and principles such as information systems, system analysis and modelling, security, networking, software development and artificial intelligence and more.

Collectively, these two courses will give you both the theoretical knowledge and technical skills to create, produce and manage a wide range of large scale integrated projects within the public and private sectors.

Study a Bachelor of Business/ Bachelor of Information Technology (IT) at UC and you will:

- gain extensive experience in developing information technology to address the needs of modern organisations

- develop knowledge, skills and understanding of the application of IT systems to their business environments, policies and management
- 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
- analyse and apply a range of contemporary approaches to business innovation and organisational change
- develop experience of professional management in work and organisations demonstrating creativity and initiative in new situations
- apply a range of ethical, socially responsible and sustainable solutions in a changing business environment
- reflect upon levels of personal autonomy and accountability associated with the decision-making process
- locate and evaluate a range of research frameworks and skills within entrepreneurship and innovation.

Career opportunities

A UC Bachelor of Business / Bachelor of Information Technology (IT) double degree is an internationally recognised qualification that will give you the knowledge and skills to explore a variety of potential employment opportunities such as:

- economist
- economic analyst
- economic forecaster
- financial planner
- financial analyst
- wealth manager
- financial adviser
- financial consultant
- labour market economist
- taxation economist
- business development manager
- business analyst
- project manager
- ICT consultant
- data scientist
- database administrator
- information security analyst
- cyber security specialist/forensics
- business or systems analyst
- system architect/technical architect
- user interface designer
- artificial intelligence/machine learning engineer
- web/mobile app developer
- software engineer
- games developer
- IT test engineer
- robotics specialist
- support analyst
- system administrator
- digital marketing/social media manager
- network administrator/engineer

Professional accreditation

Refer to individual courses.

Admission requirements

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

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

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

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

Additional admission requirements

Refer to individual courses.

Assumed knowledge

Basic knowledge and skills in ICT (Information and Communication Technology); Basic numeracy and literacy skills.

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	✓	✓

Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules](#) and [university policy](#). Credit is not permitted towards completion of a graduate certificate.

Course requirements

Bachelor of Business/ Bachelor of Information Technology (MGIT02) | 96 credit points

Required - 72 credit points as follows

Information Technology - 48 credit points as follows

Core Major in Information Technology and Systems (CM0018) | 24 credit points

Required - Must pass 21 credit points as follows

[Introduction to Information Technology \(4478\)](#) | 3 credit points – Level 1

[Database Design \(5915\)](#) | 3 credit points – Level 1

[Professional Practice in IT \(7722\)](#) | 3 credit points – Level 1

Information & Communication Technology Project (9785) | 6 credit points – Level 3

Technological Innovation and Entrepreneurship (11408) | 3 credit points – Level 2

Systems Analysis and Modelling (11486) | 3 credit points – Level 1

Restricted Choice - Must pass 3 credit points from the following

Information Systems in Organisations (6348) | 3 credit points – Level 1

Introduction to Network Engineering (11485) | 3 credit points – Level 1

Note:

- 1. Students in the BIMT, BIT, BSE or BET courses should choose 11485 Introduction to Network Engineering.
- 2. Students in the BBI course should choose 6348 Information Systems in Organisations.
- 3. Students in the BSE/BBI combined course should do both 11485 Intro to Network Engineering AND 6348 Info Systems in Organisations. The extra cps will count towards the chosen Specialist Major.

Specialist Major in Information Technology (SM0059) | 24 credit points

Required - Must pass 21 credit points as follows

Software Technology 1 (4483) | 3 credit points – Level 1

Designing Human-Computer Interaction (6389) | 3 credit points – Level 2

Discrete Mathematics (6698) | 3 credit points – Level 1

Systems Project and Quality Management (7173) | 3 credit points – Level 3

Web Design and Programming (7175) | 3 credit points – Level 2

Enterprise and Cloud Computing (9281) | 3 credit points – Level 3

Software Systems Architecture (11491) | 3 credit points – Level 3

Restricted Choice - Must pass 3 credit points from the following

Information Security (11487) | 3 credit points – Level 2

Information Security (11759) | 3 credit points – Level 3

Note:

- Effective from 1/7/21 the unit code for Information Security has changed from 11487 to 11759.

Business - 24 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 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.

Restricted Choice - Must select 1 of the following

Specialist Major in Marketing (SM0025) | 24 credit points

Required - Must pass 24 credit points as follows

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

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

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

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

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

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

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

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

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

Required - Must pass 21 credit points as follows

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

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

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

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

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

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

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

Restricted Choice - Must pass 3 credit points from the following

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

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

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

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

Note:

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

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

Required - Must pass 24 credit points as follows

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

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

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

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

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

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

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

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

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

Required - Must pass 24 credit points as follows

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

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

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

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

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

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

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

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

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

Required - Must pass 24 credit points as follows

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

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

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

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

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

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

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

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

Specialist Major in Management (SM0024) | 24 credit points

Required - Must pass 24 credit points as follows

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

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

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

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

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

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

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

Negotiation (11319) | 3 credit points – Level 3

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

Required - Must pass 24 credit points as follows

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

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

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

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

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

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

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

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

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

- 2. The award name for the Business part of this course is determined by choice of major. E.g. Completion of the Specialist Major in Marketing leads to the award 'Bachelor of Business (Marketing)'.

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

Entrepreneurship & Innovation Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

Introduction to Network Engineering (11485)

Professional Orientation (Business) (11011)

Software Technology 1 (4483)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Discrete Mathematics (6698)

Introduction to Information Technology (4478)

Marketing Fundamentals (11176)

Professional Practice in IT (7722)

Year 2

Semester 1

Business Start Up Essentials (11199)

Database Design (5915)

Designing Human-Computer Interaction (6389)

Introduction to Economics (11175)

Semester 2

Business Research Methods (11172)

Introduction to Management (11174)

Systems Analysis and Modelling (11486)

Web Design and Programming (7175)

Year 3

Semester 1

Business Decision Making (11009)

Entrepreneurship in Government and Large Organisations (11200)

Information Security (11487)

Semester 2

Creative and Critical Thinking for Problem Solving (11201)

Innovation Management (11202)

Software Systems Architecture (11491)

Core Major in Business Restricted Choice Unit

Technological Innovation and Entrepreneurship (11408)

Year 4

Semester 1

Indigenous and Cultural Entrepreneurship (11190)

Systems Project and Quality Management (7173)

Core Major in Business Restricted Choice Unit

Enterprise and Cloud Computing (9281)

Semester 2

Commercialising Your Business Idea (11203)

Information & Communication Technology Project (9785)

Professional Evidence (Business) (11173)

Entrepreneurship & Innovation Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

Discrete Mathematics (6698)

Introduction to Information Technology (4478)

Marketing Fundamentals (11176)

Professional Orientation (Business) (11011)

Year 2

Semester 1

Introduction to Management (11174)

Introduction to Network Engineering (11485)

Software Technology 1 (4483)

The Entrepreneurial Mind - Foundations of Entrepreneurship (11198)

Semester 2

Business Research Methods (11172)

Introduction to Economics (11175)

Professional Practice in IT (7722)

Systems Analysis and Modelling (11486)

Year 3

Semester 1

Business Start Up Essentials (11199)

Database Design (5915)

Designing Human-Computer Interaction (6389)

Technological Innovation and Entrepreneurship (11408)

Semester 2

Business Decision Making (11009)

Creative and Critical Thinking for Problem Solving (11201)

Systems Project and Quality Management (7173)

Web Design and Programming (7175)

Year 4

Semester 1

Indigenous and Cultural Entrepreneurship (11190)

Information Security (11487)

Core Major in Business Restricted Choice Unit

Semester 2

Commercialising Your Business Idea (11203)

Innovation Management (11202)

Software Systems Architecture (11491)

Enterprise and Cloud Computing (9281)

Core Major in Business Restricted Choice Unit

Year 5

Semester 1

Entrepreneurship in Government and Large Organisations (11200)

Information & Communication Technology Project (9785)

Professional Evidence (Business) (11173)

Human Resource Management Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

Introduction to Network Engineering (11485)

Managing Human Capital (11191)

Professional Orientation (Business) (11011)

Software Technology 1 (4483)

Semester 2

Discrete Mathematics (6698)

Introduction to Information Technology (4478)

Introduction to Management (11174)

Professional Practice in IT (7722)

Year 2

Semester 1

Business Research Methods (11172)

Database Design (5915)

Designing Human-Computer Interaction (6389)

Introduction to Economics (11175)

Semester 2

Business Decision Making (11009)

Sustaining the Employment Relationship (11192)

Systems Analysis and Modelling (11486)

Web Design and Programming (7175)

Year 3

Semester 1

Information Security (11487)

Organisational Behaviour (11189)

Shaping Behaviour and Strengthening Performance (11194)

Technological Innovation and Entrepreneurship (11408)

Semester 2

Software Systems Architecture (11491)

Sourcing and Building Capability (11193)

Workplace Law in Context (11195)

Core Major in Business Restricted Choice Unit

Year 4

Semester 1

Enterprise and Cloud Computing (9281)

Integrating and Aligning Human Capital (11196)

Systems Project and Quality Management (7173)

Core Major in Business Restricted Choice Unit

Semester 2

Industry Project (11197)

Information & Communication Technology Project (9785)

Professional Evidence (Business) (11173)

Human Resource Management Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

Discrete Mathematics (6698)
Introduction to Information Technology (4478)
Introduction to Management (11174)
Professional Orientation (Business) (11011)

Year 2

Semester 1

Business Research Methods (11172)
Introduction to Network Engineering (11485)
Managing Human Capital (11191)
Software Technology 1 (4483)

Semester 2

Introduction to Economics (11175)
Professional Practice in IT (7722)
Sustaining the Employment Relationship (11192)
Systems Analysis and Modelling (11486)

Year 3

Semester 1

Database Design (5915)
Designing Human-Computer Interaction (6389)
Organisational Behaviour (11189)
Technological Innovation and Entrepreneurship (11408)

Semester 2

Business Decision Making (11009)
Sourcing and Building Capability (11193)
Systems Project and Quality Management (7173)
Web Design and Programming (7175)

Year 4

Semester 1

Enterprise and Cloud Computing (9281)
Information Security (11487)
Shaping Behaviour and Strengthening Performance (11194)
Core Major in Business Restricted Choice Unit

Semester 2

Industry Project (11197)
Software Systems Architecture (11491)
Core Major in Business Restricted Choice Unit
Workplace Law in Context (11195)

Year 5

Semester 1

Information & Communication Technology Project (9785)
Integrating and Aligning Human Capital (11196)
Professional Evidence (Business) (11173)

International Business Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

Introduction to Network Engineering (11485)
Marketing Fundamentals (11176)
Professional Orientation (Business) (11011)
Software Technology 1 (4483)

Semester 2

Discrete Mathematics (6698)
Introduction to Information Technology (4478)
Introduction to International Business (11204)
Professional Practice in IT (7722)

Year 2

Semester 1

Business Research Methods (11172)
Database Design (5915)
Designing Human-Computer Interaction (6389)
Introduction to Economics (11175)

Semester 2

Introduction to Management (11174)
Systems Analysis and Modelling (11486)
Core Major in Business Restricted Choice Unit
Web Design and Programming (7175)

Year 3

Semester 1

Cost Benefit Analysis (11208)
Information Security (11487)
International Marketing (11182)
Technological Innovation and Entrepreneurship (11408)

Semester 2

Global E-Business (11205)
Software Systems Architecture (11491)
Core Major in Business Restricted Choice Unit
Business Decision Making (11009)

Year 4

Semester 1

Economic Development (11209)
Enterprise and Cloud Computing (9281)
International Economics (11207)
Systems Project and Quality Management (7173)

Semester 2

Asia Pacific Business (11206)
Information & Communication Technology Project (9785)
Professional Evidence (Business) (11173)

International Business Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

Discrete Mathematics (6698)
Introduction to Information Technology (4478)
Introduction to International Business (11204)
Professional Orientation (Business) (11011)

Year 2

Semester 1

Introduction to Management (11174)
Introduction to Network Engineering (11485)
Marketing Fundamentals (11176)
Software Technology 1 (4483)

Semester 2

Business Research Methods (11172)
Introduction to Economics (11175)
Professional Practice in IT (7722)
Systems Analysis and Modelling (11486)

Year 3

Semester 1

Database Design (5915)
Designing Human-Computer Interaction (6389)
International Marketing (11182)
Technological Innovation and Entrepreneurship (11408)

Semester 2

Global E-Business (11205)
Core Major in Business Restricted Choice Unit
Business Decision Making (11009)
Web Design and Programming (7175)

Year 4

Semester 1

Cost Benefit Analysis (11208)
Economic Development (11209)
Enterprise and Cloud Computing (9281)
Information Security (11487)

Semester 2

Core Major in Business Restricted Choice Unit
Asia Pacific Business (11206)
Software Systems Architecture (11491)
Systems Project and Quality Management (7173)

Year 5

Semester 1

Information & Communication Technology Project (9785)
International Economics (11207)
Professional Evidence (Business) (11173)

Management Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

Introduction to Economics (11175)
Introduction to Network Engineering (11485)
Professional Orientation (Business) (11011)
Software Technology 1 (4483)

Semester 2

Discrete Mathematics (6698)
Introduction to Information Technology (4478)
Introduction to Management (11174)
Professional Practice in IT (7722)

Year 2

Semester 1

Business Research Methods (11172)
Database Design (5915)
Designing Human-Computer Interaction (6389)
Managing Human Capital (11191)

Year 3**Semester 1**

Climate Change and Sustainable Business Futures (11318)
Information Security (11487)
Organisational Behaviour (11189)
Technological Innovation and Entrepreneurship (11408)

Year 4**Semester 1**

Enterprise and Cloud Computing (9281)
Negotiation (11319)
Systems Project and Quality Management (7173)

Core Major in Business Restricted Choice Unit

Management Specialisation - Full Time, Sem 2 Commencing

Year 1**Semester 2**

Discrete Mathematics (6698)
Introduction to Information Technology (4478)
Professional Orientation (Business) (11011)
Service Management (11184)

Year 2**Semester 1**

Introduction to Management (11174)
Introduction to Network Engineering (11485)
Managing Human Capital (11191)
Software Technology 1 (4483)

Year 3**Semester 2**

Business Decision Making (11009)
Service Management (11184)
Systems Analysis and Modelling (11486)
Web Design and Programming (7175)

Semester 2

Creative and Critical Thinking for Problem Solving (11201)
Software Systems Architecture (11491)
Workplace Law in Context (11195)
Core Major in Business Restricted Choice Unit

Semester 2

Industry Project (11197)
Information & Communication Technology Project (9785)
Professional Evidence (Business) (11173)

Semester 2

Creative and Critical Thinking for Problem Solving (11201)
Introduction to Economics (11175)
Professional Practice in IT (7722)
Systems Analysis and Modelling (11486)

Semester 1

Business Decision Making (11009)
 Database Design (5915)
 Designing Human-Computer Interaction (6389)
 Technological Innovation and Entrepreneurship (11408)

Year 4**Semester 1**

Climate Change and Sustainable Business Futures (11318)
 Enterprise and Cloud Computing (9281)
 Information Security (11487)
 Organisational Behaviour (11189)

Year 5**Semester 1**

Information & Communication Technology Project (9785)
 Negotiation (11319)
 Professional Evidence (Business) (11173)

Marketing Specialisation - Full Time, Sem 1 Commencing

Year 1**Semester 1**

Introduction to Network Engineering (11485)
 Marketing Fundamentals (11176)
 Professional Orientation (Business) (11011)
 Software Technology 1 (4483)

Year 2**Semester 1**

Business Research Methods (11172)
 Database Design (5915)
 Designing Human-Computer Interaction (6389)
 Introduction to Management (11174)

Year 3**Semester 1****Semester 2**

Business Research Methods (11172)
 Systems Project and Quality Management (7173)
 Core Major in Business Restricted Choice Unit
 Web Design and Programming (7175)

Semester 2

Software Systems Architecture (11491)
 Core Major in Business Restricted Choice Unit
 Industry Project (11197)
 Workplace Law in Context (11195)

Semester 2

Discrete Mathematics (6698)
 Introduction to Economics (11175)
 Introduction to Information Technology (4478)
 Professional Practice in IT (7722)

Semester 2

Business Decision Making (11009)
 Negotiation and Sales Management (11177)
 Systems Analysis and Modelling (11486)
 Web Design and Programming (7175)

Semester 2

Consumer and Buyer Behaviour (11178)
Information Security (11487)
Marketing Research Methods (11180)
Technological Innovation and Entrepreneurship (11408)

Year 4

Semester 1

Enterprise and Cloud Computing (9281)
International Marketing (11182)
Systems Project and Quality Management (7173)

Core Major in Business Restricted Choice Unit

Marketing Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

Discrete Mathematics (6698)
Introduction to Information Technology (4478)
Marketing Fundamentals (11176)
Professional Orientation (Business) (11011)

Year 2

Semester 1

Introduction to Economics (11175)
Introduction to Management (11174)
Introduction to Network Engineering (11485)
Software Technology 1 (4483)

Year 3

Semester 1

Consumer and Buyer Behaviour (11178)
Database Design (5915)
Designing Human-Computer Interaction (6389)
Technological Innovation and Entrepreneurship (11408)

Year 4

Semester 1

Enterprise and Cloud Computing (9281)

Core Major in Business Restricted Choice Unit

Digital Marketing (11179)

Relationship Marketing (11181)

Software Systems Architecture (11491)

Semester 2

Information & Communication Technology Project (9785)

Professional Evidence (Business) (11173)

Strategic Marketing Management (11183)

Semester 2

Business Decision Making (11009)

Negotiation and Sales Management (11177)

Professional Practice in IT (7722)

Systems Analysis and Modelling (11486)

Semester 2

Business Research Methods (11172)

Digital Marketing (11179)

Systems Project and Quality Management (7173)

Web Design and Programming (7175)

Semester 2

Relationship Marketing (11181)

Marketing Research Methods (11180)

Core Major in Business Restricted Choice Unit

Information Security (11487)

Year 5

Semester 1

Information & Communication Technology Project (9785)

International Marketing (11182)

Professional Evidence (Business) (11173)

Service Management Specialisation - Full Time, Sem 1 Commencing

Year 1

Semester 1

Introduction to Network Engineering (11485)

Marketing Fundamentals (11176)

Professional Orientation (Business) (11011)

Software Technology 1 (4483)

Year 2

Semester 1

Consumer and Buyer Behaviour (11178)

Database Design (5915)

Designing Human-Computer Interaction (6389)

Introduction to Management (11174)

Year 3

Semester 1

Technological Innovation and Entrepreneurship (11408)

Core Major in Business Restricted Choice Unit

Information Security (11487)

SM0026 Service Management Restricted Choice Unit

Year 4

Semester 1

Business Models and Value Creation (11187)

Enterprise and Cloud Computing (9281)

Service Operations, Technology and Interfaces (11185)

Software Systems Architecture (11491)

Strategic Marketing Management (11183)

Core Major in Business Restricted Choice Unit

Year 1

Semester 2

Discrete Mathematics (6698)

Introduction to Information Technology (4478)

Professional Practice in IT (7722)

Year 2

Semester 2

Discrete Mathematics (6698)

Introduction to Information Technology (4478)

Professional Practice in IT (7722)

Service Management (11184)

Year 3

Semester 2

Business Research Methods (11172)

Introduction to Economics (11175)

Systems Analysis and Modelling (11486)

Web Design and Programming (7175)

Year 4

Semester 2

Business Decision Making (11009)

Service Systems, Transformation and Wellbeing (11186)

Software Systems Architecture (11491)

Core Major in Business Restricted Choice Unit

Year 5

Semester 2

Information & Communication Technology Project (9785)

Professional Evidence (Business) (11173)

Service Design Project (11188)

Systems Project and Quality Management (7173)

Service Management Specialisation - Full Time, Sem 2 Commencing

Year 1

Semester 2

Discrete Mathematics (6698)

Introduction to Information Technology (4478)

Professional Orientation (Business) (11011)

Service Management (11184)

Year 2

Semester 1

Business Research Methods (11172)

Introduction to Network Engineering (11485)

Marketing Fundamentals (11176)

Software Technology 1 (4483)

Semester 2

Introduction to Economics (11175)

Introduction to Management (11174)

Professional Practice in IT (7722)

Systems Analysis and Modelling (11486)

Year 3

Semester 1

Consumer and Buyer Behaviour (11178)

Database Design (5915)

Designing Human-Computer Interaction (6389)

Technological Innovation and Entrepreneurship (11408)

Semester 2

Business Decision Making (11009)

Service Systems, Transformation and Wellbeing (11186)

Web Design and Programming (7175)

Core Major in Business Restricted Choice Unit

Year 4

Semester 1

Enterprise and Cloud Computing (9281)

Information Security (11487)

SM0026 Service Management Restricted Choice Unit

Service Operations, Technology and Interfaces (11185)

Semester 2

Service Design Project (11188)

Software Systems Architecture (11491)

Systems Project and Quality Management (7173)

Core Major in Business Restricted Choice Unit

Year 5

Semester 1

Business Models and Value Creation (11187)

Information & Communication Technology Project (9785)

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

- [Specialist Major in Human Resource Management \(SM0022\)](#)
- [Specialist Major in Entrepreneurship and Innovation \(SM0020\)](#)
- [Specialist Major in Service Management \(SM0026\)](#)
- [Specialist Major in Marketing \(SM0025\)](#)
- [Specialist Major in Sport Management \(SM0027\)](#)
- [Specialist Major in Management \(SM0024\)](#)
- [Specialist Major in International Business \(SM0023\)](#)
- [Core Major in Information Technology and Systems \(CM0018\)](#)
- [Specialist Major in Information Technology \(SM0059\)](#)
- [Core Major in Business \(CM0014\)](#)

Awards

Award	Official abbreviation
Bachelor of Information Technology	BIT
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 Information Technology \(322AA\)](#)

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	14

Enquiries

Student category	Contact details
Current and Commencing Students	In person: Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email: bglstudent@canberra.edu.au
Prospective Domestic Students	Email: study@canberra.edu.au or Phone: 1800 UNI CAN (1800 864 226)
Prospective International Students	Email: international@canberra.edu.au or Phone: +61 2 6201 5342

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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.