Bachelor of Business Administration
Course Information
The Bachelor of Business Administration equips students with a thorough understanding of specialised business functions, including business management, economics, finance, technology, marketing, business communications, statistics, law and people management. The final year includes an applied New Venture Creation project which integrates multiple disciplines and prepares graduates to be work ready.

The range of electives includes public relations management, sales management, Australian & International Business protocols, buyer behaviour, modern leadership techniques, compliance and risk management, and customer relationship management. The course prepares students to explore more specialised areas such as accounting, marketing, international business or human resources.

Course Structure
The Bachelor of Business Administration consists of 19 compulsory core subjects and 5 elective subjects.

Semester 1
• Business Technology Management
• Business Management
• Marketing Principles
• Business Communication

Semester 2
• Information Systems
• Business Maths and Statistics
• Business Law

Plus one of the following electives:
• Business Technology Management 2
• Business Relationship Management
• Buyer Behaviour
• Professional Selling

Semester 3
• Organisational and Environmental Analysis
• The Modern Economy

Plus two of the Semester 3 & 4 electives

Semester 4
• Accounting Principles
• Driving Change and Developing Organisations
• Organisational Behaviour and Design

Plus one of the Semester 3 & 4 electives

Semester Three & Four Electives
• Editing and Publishing
• Contemporary Legal Issues
• Public Relations Management
• Advertising and Promotion Management
• Sales Management
• Business to Business Marketing
• Customer Relationship Management
• Australian and International Business Protocols
• Business Communication

Semester 5
• Financial Decision Making
• International Business and the International Economy
• Contemporary Employment Issues
• Corporate Governance and Ethics

Semester 6
• Project Management
• Strategic Management
• Entrepreneurship and New Venture Creation

Plus one of the following electives:
• E-business and Advanced Computer Operations
• Marketing Research
• Modern Leadership Techniques
• International Human Resource Management
• Compliance and Risk Management
• Interactive and Online Marketing
• Marketing Management
• Marketing of Services and Social Issues

Qualifications and Recognition
On successful completion of 24 subjects graduates of this course are eligible to receive the Bachelor of Business Administration.

Admission Requirements
• Successful completion of Year 12 level studies (or the overseas equivalent); OR
• Qualifications and/or experience acceptable to the Course Admissions Committee; AND
• English language proficiency of IELTS 6.0, ISLPR 3, TOEFL 237 (CB) or 92 (iBT) or equivalent.

Career Opportunities
Career pathways include business analyst or consultant, assistant business manager, human resources officer, business consultant, marketing officer.

Graduates may be employed in relevant graduate trainee programs in banking or government sectors, or seek opportunities with multinational companies, local councils, government agencies, the banking and finance sector and marketing organisations.

Course Length
3 years full time

Opportunities for Further Study
Holmesglen provides students with the opportunity to undertake further study in an extensive range of graduate certificate programs, to enable graduates to continue their academic and career development.

Commencement Dates
February and July

Location
Chadstone campus

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