

BACHELOR OF BUSINESS

PERTH | ADELAIDE



Majors

Management
Digital Marketing
Hospitality & Events
Management

Why Choose This Course?

Up to 1.5 years Advanced Standing with a pathway package program

A strong focus on the skills required for the global business environment

Work Integrated Learning activities throughout the course

Internship to consolidate learning in 3rd year

The Stanley College Business degree is known for its high standards and practical approach to learning, a key component of the latter being a Work Integrated Learning placement, where students get an opportunity to work in a business or other organisation. The Stanley approach to business education is one that aims to best prepare students for their future business careers.

Course Intake Dates 22 August 2022 | 28 November 2022

13 March 2023 | 21 August 2023 | 27 November 2023

Campus Perth & Adelaide

Cost AUD \$5,200 per Semester
AUD \$10,400 per year (Total= \$31,200)

Course Duration 3 years full time

Delivery Mode Face to Face delivery
Limited online options

Entry Requirement Completion of an Australian Year
12 Certificate or equivalent, or,
Completion of a vocational course at AQF Certificate IV or equivalent, or,
Work and life experience
IELTS 6.0 or equivalent

To be read in conjunction with further course information available on the Stanley College website
– Please visit - www.stanleycollege.edu.au

**FEE-HELP
available**

BACHELOR OF BUSINESS

Year 1 Semester 1

BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
BUS103 Management Fundamentals
BUS109 Human Resource Management

Year 1 Semester 2

BUS104 Digital Media for Business
BUS106 Accounting Fundamentals
BUS107 Economic Principles
BUS108 Fundamentals of Entrepreneurship

Year 2 Semester 3

BUS105 Business Information Systems
BUS201 Organisational Behaviour
BUS203 Business Law
BUS204 Consumer Behaviour

Year 2 Semester 4

BUS205 Business and Society
BUS206 Business Ethics and Governance
BUS207 Business Finance
BUS208 Business Analytics

Year 3 Semester 5

BUS301 Leadership
BUS302 International Business
BUS303 Business Practicum
BUS304 Project Management

Year 3 Semester 6

BUS305 Change Management
BUS306 Applied Business Project
BUS307 Strategic Thinking
BUS308 Business Research Fundamentals

BACHELOR OF BUSINESS: MAJORS

MANAGEMENT

Tackling complex and conflicting issues, drive effective change in diverse environments, and inspire high-performing teams.

CAREER OUTCOME

- Human Resources Adviser
- Management Consultant
- Organisation and Methods Analyst
- Customer Service Manager
- Project Manager
- Office Manager
- Business Analyst

Year 1 Semester 1

BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
*BUS103 Management Fundamentals
BUS104 Digital Media for Business

Year 1 Semester 2

BUS105 Business Information Systems
BUS106 Accounting Fundamentals
BUS107 Economic Principles
BUS108 Fundamentals of Entrepreneurship

* Core units

Year 2 Semester 1

*BUS109 Human Resource Management
*BUS201 Organisational Behaviour
BUS203 Business Law
BUS204 Consumer Behaviour

Year 2 Semester 2

*BUS205 Business and Society
BUS206 Business Ethics and Governance
BUS207 Business Finance
BUS208 Business Analytics

Year 3 Semester 1

*BUS301 Leadership
BUS302 International Business
BUS303 Business Practicum
*BUS304 Project Management

Year 3 Semester 2

*BUS305 Change Management
BUS306 Applied Business Project
*BUS307 Strategic Thinking
BUS308 Business Research Fundamentals

DIGITAL MARKETING

Develop essential skills in one of the most exciting, growing fields, helping businesses with customers online, use data to create targeted campaigns and stay ahead of marketing trends. With thousands of jobs on offer each day, now is the perfect time to get a qualification in this major.

CAREER OUTCOME

- Social media manager
- Digital marketing specialist
- Content manager and content strategists
- Email marketing specialist
- Marketing Specialist
- Public Relations Professional

Year 1 Semester 1

BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
BUS103 Management Fundamentals
*BUS104 Digital Media for Business

Year 1 Semester 2

BUS105 Business Information Systems
BUS106 Accounting Fundamentals
BUS107 Economic Principles
*DMM101 Introduction to Digital Marketing

* Core units

Year 2 Semester 1

BUS109 Human Resource Management
BUS201 Organisational Behaviour
*DMM201 Emerging Trends and Innovation in Digital Marketing
*DMM202 Market Research and Digital Analytics

Year 2 Semester 2

*DMM203 Strategies in Digital Advertising
*DMM211 Media and User Experience Design
BUS207 Business Finance
BUS208 Business Analytics

Year 3 Semester 1

*DMM301 Public Relations in the Digital Age
BUS302 International Business
BUS303 Business Practicum
BUS304 Project Management

Year 3 Semester 2

*DMM302 Inbound Marketing
BUS306 Applied Business Project
BUS307 Strategic Thinking
BUS308 Business Research Fundamentals

HOSPITALITY & EVENTS MANAGEMENT

Provides a comprehensive overview from marketing and entrepreneurship to venue planning and innovation. In this major you will gain the knowledge and skills you need to become a Food and Beverage Manager, Area Manager or Operations Manager in the tourism or hospitality industry.

CAREER OUTCOME

- Area Manager or Operations Manager
- Functions manager
- Conference and Events Organiser
- Café or Restaurant Manager
- Food and Beverage Manager
- Hotel or Motel Manager
- Hotel Service Manager
- Accommodation and Hospitality Manager

Year 1 Semester 1

BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
BUS103 Management Fundamentals
*HEM111 Introduction to Hospitality and Event Management

Year 1 Semester 2

BUS105 Business Information Systems
BUS106 Accounting Fundamentals
BUS107 Economic Principles
BUS108 Fundamentals of Entrepreneurship

* Core units

Year 2 Semester 1

BUS109 Human Resource Management
*HEM211 Food and Beverage Management
BUS203 Business Law
*HEM212 Rooms - Division Yield Management

Year 2 Semester 2

BUS205 Business and Society
BUS206 Business Ethics and Governance
*HEM213 Event Operations Management
*HEM214 Leading & Communicating in Hospitality and Event Management

Year 3 Semester 1

BUS301 Leadership
*HEM304 International Resort & Wellness Management
BUS303 Business Practicum
*HEM311 Sustainability in Hospitality and Event Management

Year 3 Semester 2

*HEM313 Event Policy, Planning and Risk Management
BUS306 Applied Business Project
BUS307 Strategic Thinking
BUS305 Change Management