The Bachelor of Business is designed to provide students with a solid foundation of knowledge and skills required for management. The course teaches students the key principles of management combined with knowledge of marketing, accounting, strategic management and law.

How is this different from other Business courses?

- **Real Entrepreneurial Skills** On completion of this course you will have an increased understanding of entrepreneurship, entrepreneurs and the significance of innovation in small and medium-sized enterprises (SMEs). The associated skills and techniques acquired in this business course will form a strong foundation for both new product/service development and the launch of a new venture;

- **Creative Ideas** The Bachelor of Business will teach you the process of transforming creative ideas into a commercially viable business. The course focuses on enterprise, creativity and innovation in small and medium size enterprises;

- **Hands-on Learning** There is a focus on action and experiential learning including interactive presentations, industry specific case studies, team work, individual assignments and entrepreneurship and small business-related projects which stimulate innovative thinking and more effectively develop the student’s potential;

- **Industry Speakers** In addition, external speakers challenge participants’ thinking and provide a ready-made network of contacts for future personal and business development opportunities; and

- **Small Classes** Macleay students do all of their degree in classes of 25 people or less. In contrast, the average size of a university lecture has more than 300 people. The smaller classes have a direct effect on learning outcomes due to the personal attention given to each student.

**JOB OPPORTUNITIES INCLUDE:**

- **Business Leader**
- **Technology Entrepreneur**
- **Managing Director or CEO**
- **Founder and Partner**
- **Start-Up Consultant**
# COURSE PROGRESSION

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UNIT DESCRIPTORS

TRIMESTER 1

Foundations of Marketing
This unit introduces marketing both as an organisational philosophy and as a set of strategic actions taken to achieve business goals. Students develop an understanding of the tools and techniques marketers use in pursuit of their objectives and come to appreciate the positive role that marketing plays in our modern, free-enterprise society.

Business Communications
This unit provides students with a broad overview of the business sector. It combines the knowledge of skills of business communication with a broad overview of business and the economy. Business communications encompasses the business context and looks at effective meeting management, presentation skills, job seeking interview skills, and report writing. This unit also introduces students to fundamental economic concepts and the various sectors of an economy with particular reference to the Australian context.

Business Fundamentals
Effective management happens at three levels within the organisation – organisational management, people management and self-management. When all three align to plan, manage, lead and control, the organisation’s activity becomes focused on achieving the right objectives in the most appropriate way. This unit provides students with an insight into what management does and how it works effectively within an organisation.

Specialist Subject 1

TRIMESTER 2

Consumer Behaviour
This unit explores what motivates and influences consumers in their decision-making process, and helps students understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Students undertaking this unit are encouraged to critically appraise their own buying behaviour. The delivery of the unit will incorporate a range of teaching and learning strategies including: face-to-face lectures, tutorials, workshops, class discussions, student presentations, independent student research and blended learning.

Assessment: In class exam 50%; Consumer Behaviour Portfolio 30%, Consumer Behaviour Report 20%.

Digital Business Communications
This unit introduces students to the challenges and opportunities offered through the use of digital communications in business. Communication has always been a fundamental component of doing business. Throughout history there have been many innovations and changes to the ways in which we communicate. However, the advent of digital communications has resulted in major shifts in the way we communicate in society as whole, not just business. Today, most people are ‘always connected’ via their mobile devices. Digital communications have changed the way we identify with one another and form communities. Given the ubiquitous nature, the ability to effectively communicate in the digital world is vital for all.

Assessment: Web Portfolio 30%; Case Study 35%; Final Examination 35%.

Introduction to Business Accounting
The unit aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and the use of accounting information to assist in key areas such as planning, controlling, reporting and decision making. It introduces students to such basic concepts and functions as the balance sheet, income statements, cash flow statements, techniques for analysing financial statements and investment decisions, full costing and managing working capital. By the end of the unit students will have developed the understanding and skills necessary to help them make informed basic financial management decisions.

Assessment: Homework 15%; Class Participation 10%; Mid-Trimester Exam 25%; Final Exam 50%.

Specialisation Subject 2

TRIMESTER 3

Business Research: Methodology
This Unit introduces students to the field of Business Research and how it is used by Business Managers to improve their Business Decisions. The Unit follows the logic of The Research Process starting with Planning, Data Collection, Data Analysis and finally the Communication of Research Results to Management.
This Unit will provide students with the knowledge and skills required to locate and evaluate relevant business and industry information sources and to brief, design and assess Business Research undertaken in the commercial arena.

**Assessment:** Tutorial Quiz 1 25%; Research Project (Group Assignment) 50%; Tutorial Quiz 2 25%.

**Business Law, Compliance and Governance**

This unit introduces students to the legal and compliance framework for conducting business in Australia. Topics will include a background to legal systems, the structure of business entities, principal business law topics of contracts, insurance, the workplace, the consumer, conventional and new commercial practices and privacy covered over 12 weeks.

**Assessment:** Case Study 20%; Report and Class Presentation 30%; Final Examination 50%.

**Economics for Business**

This unit provides students with a basic understanding of the economic influences on business. It offers an introductory treatment of the effects of government policies on market outcomes, consumer and business behaviour in competitive markets, and the basic economic concepts used in business analysis and decision-making.

**Assessment:** In class exam 20%; Group assignment 50%; Research Presentation 30%.

**Specialisation Unit 3**

**TRIMESTER 4**

**Business Research: Analysis**

In a world where organisations are confronted with a vast amount of information, there will be an ever-increasing demand for people who are able to demonstrate that they can make effective use of data. This subject will help students to become more competent organisers of data and users of information and to develop their understanding of decision making processes. The subject will assist students to attain an introductory level of statistical literacy by helping them to apply statistical concepts to critical business problems and major social issues as well as competency in the use of Excel in a statistical environment.

**Assessment:** Class Tests 20%; Class Participation 10%; Group Practical Exercise 30%; Final Examination 40%.

**Strategic Management**

This unit provides students with the application of knowledge to the process of planning and implementing an organisation’s different strategic levels. Key elements of strategic management include planning, environmental analysis, strategy formulation, strategy implementation and control. The unit will assess the strategic management cycle and decision-making processes utilised in evaluating strategies as it applies to different types of organisations. There will also be discussions using case study analysis of local and international organisations.

**Assessment:** Essay 25%; Group Case Study Report 25%; Final Examination 50%.

**Applied Business Finance**

This unit introduces the student to the fundamentals of finance, addressing areas such as financial markets and basic financial decision-making. The unit discusses the role of borrowers, lenders, equity, security issuers and purchasers, and the sources of value for each. The unit addresses the quantitative techniques of financial valuation, including discounting, present valuation, determination of rates of return, and decision tools such as ‘net present value’ and ‘internal rate of return’. By the end of the unit students will have developed the understanding and skills necessary to help them make informed basic financial management decisions.

**Assessment:** Homework Quizzes 10%; Class Participation 10%; Case Study 30%; Final Examination 50%.

**Creativity and Innovation**

This unit focuses on the role of creativity and innovation within the business environment. The theoretical framework underpinning the creative process is examined along with various approaches to innovation of products, distribution (online), pricing and promotional strategies. Creative and innovative solutions to marketing problems are examined via case studies. The delivery of the unit will incorporate a range of teaching and learning strategies including: face-to-face lectures, tutorials, workshops, class discussions, student presentations, independent student research and blended learning.

**Assessment:** Creativity and innovation portfolio 30%; In class exam 20%; Tutorial Presentation 50%.

**TRIMESTER 5**
Business Metrics

This unit introduces students to the quantifiable measures used to track, monitor and assess the success or failure of business performance and various business processes. The main goal of measuring business metrics is to track cost management or to maximise revenue opportunities. The overall goal of employing them is to communicate a company's progression toward certain long- and short-term strategic objectives. Business metrics is also the study of qualitative measures used to provide leading indicators for an organisation. These involve metrics pertaining to customer satisfaction, quality of customer service, the success of marketing campaigns and brand loyalty. The combination of quantitative and qualitative metrics provides a clearer picture of an organisation's performance and future potential.

Assessment: Business Presentation 20%; Case Study 30%; Final Examination 50%.

Business in a Global Context

The dynamics of contemporary global social change and its cultural, political and economic impacts are a big part of modern business. You will gain the skills and knowledge essential for working in international business. In particular you will understand Australia's place in the international marketplace and develop an understanding of strategic approaches to entering the international business arena.

Assessment: In class exam 20%; Group assignment 60%; Research Presentation 20%.

Business Venture A

This module helps students to develop a successful business venture, entrepreneurial mindset and distinct entrepreneurial behaviour, which can be effectively used in a number of different work environments. It will expose students to the process of entrepreneurship and the elements of business planning. Students must select a suitable product/service or business and present their business idea to a panel of experts. The associated skills and techniques acquired in this unit will form a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

Assessment: Investigate Enquiry Presentation 20%; Interview with Entrepreneur 40%; Customer Centre Design Class Participation 15%; Customer Centred Design Presentation 25%.

Specialisation Unit 4

TRIMESTER 6

Leadership & Change Management

At the completion of this unit the student will be able to: a. Describe and discuss the principal theories and concepts of organisational change b. Describe and discuss the role of change in contemporary business c. Demonstrate an understanding of the relationship between strategic organisational change and competitive advantage d. Demonstrate an understanding of the key theories and principles of leadership e. Define and critically assess the characteristics of both transformational and transactional leaders f. Identify and critically assess the factors that influence and drive organisational change and the role of leaders in the change process g. Demonstrate an understanding of the values and ethics of leadership h. Identify and discuss the stages in the organisational change cycle i. Identify the barriers to organisational change and propose strategies to overcome them j. Monitor, measure, and evaluate the effects of organisational change.

Assessment: Case Study Analysis 20%; Essay 30%; Final Examination 50%.

Ethics & Decision Making

This unit focuses on ethical theories and concepts and their application in a business setting. Corporate citizenship and social responsibility, 'triple bottom line accounting', and ethical decision making are also examined. The delivery of the unit will incorporate a range of teaching and learning strategies including: face to-face lectures, tutorials, workshops, class discussions, independent student research and blended learning.

Assessment: In class participation 20%; Case Study Report 20%; Essay 20%; Final Examination 40%.

Business Venture B

This module helps students to develop an entrepreneurial mindset and distinct entrepreneurial behaviour, which can be effectively used in a number of different work environments. These units will expose students to the process of entrepreneurship and the elements of business planning. Students must select a suitable product/service or business and present their business idea to a panel of experts. They then proceed to display their business idea at the Macleay Enterprise Exhibition Day. The associated skills and techniques acquired in this unit will form a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

Assessment: Exhibition Day Pitch and Tradeshows 40%
SPECIALISATIONS:

Entrepreneurship

Entrepreneurial Mindset
This interactive unit is for all students interested in someday starting or owning a business or enterprise, or just exploring how entrepreneurs think and innovate. The aim of the unit is to help students to develop an entrepreneurial mindset that includes creativity, from the firsthand experience of successful real-world entrepreneurs while immersing them in entrepreneurial experiences that enable them to develop the skills to discover and pursue opportunities. Students will explore creative problem solving and, in teams, develop and test problem solutions using an “opportunity discovery canvas”
Assessment: Entrepreneurial insights 30%; Self reflection 10%; Case Study reflection 25%; opportunity discovery 10%; Start up reflection 25%.

Technology Entrepreneurship
Technology Entrepreneurship involves turning technology ideas into high-potential commercial opportunities. It drives economic growth and facilitates prosperity in individuals, companies and even nations. In this practical course students will have the opportunity to take a creative idea through to launch in order to tap into the potential provided by global marketplaces. Students will also learn how to identify appropriate partners and recognise that creativity is much more important than technical ability. As well as strictly commercial opportunities, the use of technology in social entrepreneurship will also be considered.
Assessment: Portfolio Part 1 10%; Project Feasibility Report and Prototype 25%; Project Presentation 10%; Project and Final Report 40%; Portfolio Part 2 15%.

Events

Commercial & Stakeholder Management
The students will explore the building partnerships as a key strategy for developing an effective event management and delivery model for all events. Specific attention is given to relationships Event have with the public sector in the delivery of major events.
Assessment: Report 50%; Final Examination 50%.

DESIGN, INNOVATION & TECHNOLOGY FOR EVENTS
This unit provides the students with an overview of designing event concepts that meet the corporate and market needs of clients and brands. Through the use of technology and a solid foundation in sustainable practice the students will refine ideas for event concepts, and to progress those concepts in order to pitch a campaign to clients.
Assessment: Individual Presentation 30%; Case Study 30%; Final Examination 40%.

INTRODUCTION TO EVENT MANAGEMENT
This unit of study enables students to develop events industry knowledge across different sectors including an understanding of the roles, organisations and associated industry bodies take with staging events. Students will also gain an understanding of the risks and strategies to manage and reduce the impacts associated with events including determining event milestones and control documents such as budgeting documents.
Assessment: Mid Trimester Exam 30%; Group Presentation 20%; Event Report 50%.

POLICY, RISK & ISSUES MANAGEMENT
This unit provides the students with a detailed examination of Event based Policy Risk and Issues management with a focus on legislative compliance and safety management in order to develop greater awareness of how individuals and crowds react, and behave, in places of public assembly. The students will explore the application of modeling techniques and tools to enhance event safety.
Assessment: Case Study and Control Document 60%; Final Examination 40%.

Marketing

APPLIED MARKETING PSYCHOLOGY
Based on the themes of Product, Place, Person, Process and Purchase, this unit examines the psychology of branding (product), psychological aspects driving online marketing (place), the psychology behind successful marketers (person), the
psychology of persuasion (process), and psychological aspects that influence the buying situation (purchase). This innovative subject provides a unique view of applied marketing, integrating theories from psychology, sociology, anthropology and business studies. The delivery of the unit will incorporate a range of teaching and learning strategies including: face-to-face lectures, tutorials, workshops, class discussions, student presentations, independent student research and blended learning.

**Assessment:** In class exam 30%; Seminar Presentation 50%; Book Review 20%.

**DIGITAL MARKETING STRATEGY**
This unit provides students with a broad understanding where digital marketing strategy lives within the broader marketing environment. The term digital is increasingly over-used, yet also increasingly misunderstood. Many marketing companies are also deleting the term from their business language and their job titles. In this unit we de-construct business needs and develop a clearer understanding of how, where and when digital fits into and integrated marketing communications strategic planning process - with particular reference to the Australian context.

**Assessment:** Assignment 1 40%; Assignment 2 60%.

**INTEGRATED MARKETING COMMUNICATIONS**
This unit focuses on the coordination and integration of all marketing communication tools within an organisation (advertising, public relations, sales promotions and personal selling), in order to maximize the impact on customers and stakeholders. Specifically, students will consider internal and external communications, traditional and new media planning, and be able to identify and evaluate the range of marketing communication options and media, to design an integrated marketing communication plan. The delivery of the unit will incorporate a range of teaching and learning strategies including: face-to-face lectures, tutorials, workshops, class discussions, student presentations, independent student research and blended learning.

**Assessment:** In class presentation 20%; Report 30%; In class exam 30%; Media Plan 20%.

**SALES AND NEGOTATION**
This unit provides students with a broad overview of the profession of selling and the everyday skills needed for negotiation in all aspects of our lives both in business and socially. As the western world is finalizing its transition from a production-focused to a sales and service focused economy, selling is becoming one of the top 3 employment categories. Such a sales-orientated economy demands a more professional and customer-orientated selling attitude. And, in turn a more systematic approach to learning selling strategies with particular reference to the Australian context.

**Assessment:** Group Presentation and Report 30%; Sales Interview and Negotiation Session 30%; Final Examination 40%.

**Public Relations**

**INTRODUCTION TO PUBLIC RELATIONS**
This unit will introduce students to practical and theoretical underpinnings of the Public Relations Industry. Students will learn to define current practices and issues in the field and understand the ethical issues PR practitioners face. Students will learn to identify audiences, understand the roles and responsibilities of a communicator in their field and explain the knowledge and theoretical principles of various contexts in PR from government to political, corporate and internal. Further students will understand the many roles and practical applications of the role in social media, CSR, Crisis management and ambassador influence.

**Assessment:** Analysis of Media 30%; Report 30%; Creative Response to a Client Brief with presentation 40%.

**PUBLIC RELATIONS STRATEGY**
This Unit introduces students to steps required in creative strategy development for business in Public Relations. Students will analyse and evaluate creative ideas and strategies in response to a PR brief. The students will formulate concepts and make decisions on the best communication strategies to be used in the development of a professional PR strategy presentation and deliver this confidently in a meeting context. Students will be involved in a client pitch process with the outcome of delivering key messages and ideas with influence and confidence to win the business. Students develop applicable evaluation methodologies to analyse the success of campaigns and undertake research to identify audiences, behaviours and perceptions during the campaign process.

**Assessment:** PR Strategy and Development Session 65%; Evaluation Report 35%.

**PUBLIC RELATIONS WRITING**
Students will learn how to develop specific PR related materials including newsletters, speeches, media releases, fact sheets, Q & A’s; content for social, media blogs/twitter/Facebook and controlled publications such as brochures and reports. In addition, students will learn how to write for various audiences with media outlets and environments and interpret key communication messages. Students will apply their
knowledge in how persuasive language is used to sell and communicate ideas. How to do people understand language and messages?  
**Assessment:** Media Kit Development and Media Kit Execution Plan 50%; Speech Writing and Presentation 50%.

**SOCIAL MEDIA IN PUBLIC RELATIONS**  
This unit introduces students to the communication, management and development of content for social media platforms for business. Students will understand and evaluate social media practices in the communications industry. The unit covers content development in video and photography, SEO optimisation, how to write for online audiences, blogger negotiations, content for online media rooms, analyse social media channels for business, develop effective social media strategy, online ethics and measurement and evaluation.  
**Assessment:** Analysis of Social Media Campaigns 35%; Development of Social Media Strategy 65%.

**Real Estate**  
Students undertaking the Real Estate specialisation will be enrolled in a Certificate IV in Property Services (Real Estate) CPP40307 plus Communicate with Clients as Part of Agency Operations CPPDSM3019B. The Real Estate subjects build on the Diploma of Marketing program to ensure students are able to successfully gain employment in Real Estate (subject to their successful application for their relevant Real Estate licences at the Office of Fair Trading).  
The units are delivered over three trimesters in order to be able to cover all the requirements of the Certificate IV in Property Services with topics covering property, sales and management. Students will learn how to list and market a property for sale, understand requirements for leasing a property, manage small business finance, negotiate effectively in property transactions and a range of other property sales and management areas as required for the qualification. When students complete all the requirements of the specialisation and cover the competencies, they obtain a Statement of Attainment for the national units of competencies required for the application of a Buyers Agents licence and a Certificate of Registration (Real Estate) from the NSW Fair Trading.

**Sports**

**INTRODUCTION TO THE SPORTS INDUSTRY**  
This is an introduction to the business of sport. Students will learn the thinking behind organising a large scale event, what it takes to be a sports manager, the importance of social media in sport and the basic skills behind writing a sponsorship proposal.  
**Assessment:** Event Analysis 20%; Essay 35%; Individual Report and Presentation 45%.

**SPORTS BUSINESS DEVELOPMENT**  
This is an introduction to the business of sport. Students will learn the thinking behind organising a large scale event, what it takes to be a sports manager, the importance of social media in sport and the basic skills behind writing a sponsorship proposal.  
**Assessment:** Event Analysis 20%; Report 35%; Event Marketing Plan 45%.

**SPORTS MANAGEMENT**  
This is an introduction to the business of sport. Students will learn the thinking behind organising a large scale event, what it takes to be a sports manager, the importance of social media in sport and the basic skills behind writing a sponsorship proposal.  
**Assessment:** Event Analysis 30%; Event Plan 30%; Case Study Report and Presentation 40%.

**SPORTS MARKETING**  
This is an introduction to the business of sport. Students will learn the thinking behind organising a large scale event, what it takes to be a sports manager, the importance of social media in sport and the basic skills behind writing a sponsorship proposal.  
**Assessment:** Presentation 50%; Case Study Report 20%; Report 30%.

**Travel and Tourism**

**DESTINATION MANAGEMENT**  
This Unit introduces students to learn how to recognise and analyse the use of media campaigns to manage a tourism Destination, and put together a marketing plan for an Australian destination.  
**Assessment:** Case Study 20%; Mid Term Examination 45%; Marketing Plan 35%.

**INTRODUCTION TO TRAVEL & TOURISM**  
This Unit introduces students to the basic concepts of the tourism industry, covering all tourism sectors with a view to understanding sustainable practice and impacts of crisis on tourist destinations.  
**Assessment:** Mid Trimester Exam 20%; Case Study and Presentation 40%; Report 40%.

**PLACE, PEOPLE, CULTURE & TOURISTS**  
This Unit introduces students to the push pull factors of the tourist and the destination and how the tourism experience develops in uneven patterns.  
**Assessment:** Case Study Analysis 30%; Individual
Presentation 30%; Final Examination 40%.

TOURISM SERVICES, DISTRIBUTION & TECHNOLOGY
This Unit introduces students to the concept of e-marketing and its relevance and importance in the tourism industry. This Unit also enables the students to learn the basics of using the Galileo online airline booking system and the Back-Mid Office Cross Check system used by airlines and in travel organizations.

Assessment: Individual Presentation and Report 30%; Examinations 20%; Report 30%.