

# Bachelor of Business

Undergraduate | CRICOS Code 108859G | AQF Level 7

## Course Details

ASA Institute of Higher Education's Bachelor of Business is designed to equip graduates with the core business competencies required for graduates to navigate the complexities of modern business with confidence, from effective problem-solving to financial literacy, data analysis, and effective communication.

<b>DURATION</b>	3 years
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<b>DELIVERY MODE</b>	On Campus
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<b>INTAKES</b>	January, April, July, October
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<b>LOCATION</b>	Sydney, Australia
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## Career Outcomes

The Bachelor of Business prepares graduates for roles that require both operational competence and strategic insight, including:

- Customer experience specialist
- Entrepreneur or small business owner
- General manager (with experience)
- Graduate roles in government, non-profits, or corporate sectors
- Business analyst
- Operations coordinator or manager
- Marketing assistant or strategist
- Project officer or business development executive

## Entry Requirements

For admission into the Business you will need one of the following:

- Successful completion of Year 12 or equivalent; or
- Satisfactory completion of an approved Tertiary Preparation Program, Tertiary Orientation Program, or a Foundation Year Program at a registered Australian provider of tertiary education; or
- Satisfactory completion of one year of accredited full-time study in a related discipline at a registered Australian provider of tertiary education at Certificate IV or higher level.

International students must also meet the minimum English language requirements (IELTS Academic 6.0 with a minimum sub score of 5.5 in writing, reading, speaking, and listening or equivalent).

### Enquire now

[asahe.edu.au](mailto:asahe.edu.au)

[info@asahe.edu.au](mailto:info@asahe.edu.au)

1300 672 076



### Connect with us



## Course Structure

The Bachelor of Business comprises twenty-three (23) core units and electives over 100, 200 and 300 levels to meet the requirements of with the Australian Qualifications Framework (Level 7), and Higher Education Standards Framework.



### Level 100

#### Core Units

Foundations of Academic Skills  
Business Communication  
Accounting in Society  
Introduction to Information Technologies  
Fundamentals of Management and Organisations  
Fundamentals of Marketing  
Quantitative Methods  
Introduction to Programming

### Level 200

#### Core Units

Organisational Behaviour  
Business Logistics Management  
Fundamentals of Business Analytics  
Database Fundamentals  
Business Law  
Strategic Leadership  
Human Resources and Technology

#### Electives\*

Managing People and Culture  
Digital Marketing Analytics  
Business Ethics and Social Responsibility  
Driving Value Through Innovation  
Introduction to Cyber Compliance and Risk Management  
Introduction to Hospitality  
Hospitality Operations Management  
Managing International Operations

**\*Choose one**

### Level 300

#### Core Units

Data Visualisation  
Information and Cyber Security  
Enterprise Systems Applications  
Project Management  
WIL OR Capstone Preparation  
Capstone Project OR Industry Experience  
WIL/Capstone Review and Finalisation

#### Electives\*

Knowledge Management and Data Governance  
Integrating Networks and Communication  
Entrepreneurship  
Information Security in Cyber Compliance  
Emerging Technologies in Hospitality  
Social Media and Global Brand Engagement  
Corporate Governance and Social Responsibility  
Strategic Digital Marketing

**\*Choose two**