

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.

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| DURATION | 3 years |
| DELIVERY MODE | On Campus |
| INTAKES | January, April, July, October |
| LOCATION | Sydney, Australia |

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

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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

Level 200

Level 300

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

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**

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**