



# Bachelor of Business

Succeed in the rapidly evolving business world with a contemporary business degree from Federation Business School. Major in Management, Marketing or Banking and Finance.

Businesses are facing an unprecedented number of challenges and opportunities stemming from digital disruption and the rapid adoption of new technologies.

There has never been a more exciting time to start your career in business, whether you are looking for a career in the corporate world or an aspiring entrepreneur.

The Bachelor of Business is a contemporary degree developed in collaboration with industry and designed to meet the needs of businesses now and in the future.

With close ties to industry and a strong focus on real-world work experience, Federation Business School is renowned for producing job-ready graduates by providing students with industry placements, internships, and real-life projects during their studies. Our graduates gain a solid foundation in business management, entrepreneurship, critical thinking, teamwork, leadership, creativity and innovation, and interpersonal skills. These skills are in high demand from employers and central to succeeding in the rapidly changing business world.

## Career opportunities

Contemporary business skills are in high demand and Federation Business School has worked closely with industry to ensure the Bachelor of Business meets the needs of employers. There is a wide range of careers available upon graduation including Marketing Manager, Business Manager, Business Analyst, Corporate Finance Manager, Human Resource Manager, Entrepreneur and Strategic Planner.

# Victoria's #1 university\* for:

- **Full Time Employment**  
(undergrad)
- **Skills Development**  
(undergrad)
- **Student Support**  
(undergrad)



## Guaranteed ATAR

If you receive an ATAR equal to or above 50, meet the course prerequisites and any 'Essential requirements for admission', we will guarantee you a place in this course/program.

## Early offer program

Eligible year 12 students can apply for an early offer for the Bachelor of Business.

Early offer applications for semester 1 2022 close on 3 December 2021.

## Placements and study tours

Federation Business School students undertake industry placements, internships, and real-life projects during their studies.

You could also gain valuable experience through an overseas study tour to Nepal, Samoa or Fiji (subject to COVID travel restrictions) through the New Colombo Plan (NCP). The NCP is an initiative of the Australian Government which aims to lift knowledge of the Indo-Pacific in Australia by supporting Australian undergraduates to study in the region.

## Entry requirements

### Current year 12 applicants

- Units 3 and 4: a study score of at least 20 in any English

### Non-year 12 applicants

- For applicants who have previously completed higher education or VET studies this course uses the applicants' entire academic record as part of its selection considerations. Please also include a personal statement detailing all relevant work/life experience.
- Applicants who have not completed secondary education or undertaken any TAFE or university studies should include a personal statement detailing all relevant experience to strengthen their application.

## Pathway/alternate entry

Credit will be considered if you have successfully completed higher education or TAFE studies in a relevant area. Advanced standing will be determined on an individual basis, depending on your eligibility for credit transfer, prior experience and qualifications.



## Program structure

Federation Business School's undergraduates complete a common first year by studying foundational business courses in Management, Marketing, Creativity and Innovation, Accounting and Finance, Economics, Statistics, and Law. After the first year, you will have the flexibility to switch to any undergraduate degree at Federation Business School.

From the second year, you will choose a major stream of study (specialisation) in Management, Marketing or Banking and Finance. You will also select interdisciplinary electives such as Information Technology, Psychology, Sociology, Environmental Science and/or Outdoor Studies. You can also choose a second major.

## Program duration

Three years (full-time, or part-time equivalent) 360 credit points.

## Program delivery location

The Bachelor of Business is available in Semester 1 and 2 at Mt Helen (Ballarat), Berwick, Gippsland (Churchill) campuses and online.

## Sample program structure

### COMMON FIRST YEAR

SEMESTER 1	SEMESTER 2
Creativity and Innovation Management Principles Contemporary Business Introduction to Marketing	Principles of Accounting and Finance Principles of Economics Business Statistics Fundamentals of Law

### MANAGEMENT MAJOR

	SEMESTER 1	SEMESTER 2
YEAR 2	Business Communications Work Futures Elective Elective	Strategic Management Applied Ethics in Contemporary Societies Elective Elective
YEAR 3	Leading Organisations Employment Practice Elective Elective	Development and Change Work Integrated Learning (30 credit points) Elective

### MARKETING MAJOR

	SEMESTER 1	SEMESTER 2
YEAR 2	Social Media Marketing Marketing Research Elective Elective	Consumer Behaviour Applied Ethics in Contemporary Societies Elective Elective
YEAR 3	Entrepreneurship and New Venture Creation Marketing Strategy and Analysis Elective Elective	Marketing and Communications Work Integrated Learning (30 credit points) Elective

### BANKING AND FINANCE MAJOR

	SEMESTER 1	SEMESTER 2
YEAR 2	Competitive Analysis Commercial Law Elective Elective	Management Accounting 1 Applied Ethics in Society Elective Elective
YEAR 3	Investments and Portfolio Management Financial Management Elective Elective	Banks and Financial Institutions Work Integrated Learning (30 credit points) Elective

## Fees

To obtain further information regarding Indicative Program Fees, please visit:

[federation.edu.au/fees](https://www.federation.edu.au/fees)

For further information regarding Commonwealth Supported Places and HECS-HELP please visit:

[www.goingtouni.gov.au](https://www.goingtouni.gov.au)

## Application information

To apply as a domestic student, please visit:

[apply.federation.edu.au](https://apply.federation.edu.au)

To apply as an international student, please visit:

[federation.edu.au/international](https://federation.edu.au/international)

[Federation.edu.au](https://www.federation.edu.au)

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International phone: +61 3 5327 9018

#feduni      /feduniaustralia



**Ryan Moore**  
Business Graduate

“As part of my Bachelor of Business (Marketing and Human Resource Management) degree, I completed a placement at the Fiona Elsey Cancer Research Institute.

The placement was structured so I was able to gain real industry experience while playing a critical role in the team.

I assisted the Marketing and Events team in organising the Ballarat Cycle Classic - a large annual charity event with all proceeds going directly towards cancer research.

I developed skills in managing an event with over a thousand participants and multiple community stakeholders.”

# Fed