



Bachelor of Cognitive Enterprise (Professional Practice)

Co-designed with industry leader IBM®, you will learn how to transform businesses into cognitive enterprises using the latest disruptive technologies such as Artificial Intelligence (AI) and Blockchain. You will get a head start in your career through industry experience during a professional practice year.

What is Cognitive Enterprise?

A Cognitive Enterprise is a business that combines innovative business processes with the latest technologies to offer superior products and services.

Whatever industry, whatever size business – technology is transforming the way business gets done.

From artificial intelligence to 5G and automation, technology is changing business models, reinventing processes and transforming the way we work.

Demand for skills in emerging technologies is growing exponentially as businesses embrace digital systems and services. The Australian Government has allocated \$1.2 billion in 2021-22 Federal Budget, through its Digital Economy Strategy, to grow Australia's future as a modern and leading digital economy.

Business professionals need the skills to adapt to this new way of doing business.

By studying our Bachelor of Cognitive Enterprise courses, you can take a lead role in the digital transformation of businesses worldwide.

Our program

The new **Bachelor of Cognitive Enterprise (Professional Practice)** degree has been created in response to industry needs. Co-designed with IBM®, the course provides you with the foundational knowledge and skills to deal with technological and strategic demands of contemporary and future business settings.

You will develop strong business skills such as strategic, entrepreneurial and innovation skills required to lead businesses in a digital-focussed environment. You will also develop an understanding of how the latest technologies are changing the business world.

Our partnership with IBM® will see you job-ready by earning IBM® Digital Badges (certifications) in Blockchain and AI during this degree. These Digital Badges are only available through IBM® partner organisations like Federation University.

This innovative four-year degree also includes a professional practice year that prepares you for the real-world through valuable work experience. You will have the opportunity to be placed with organisations like global technology giant IBM®, so you can start your career while you study.

Career opportunities

Graduates will be prepared for an exciting career working at the forefront of innovation and digital transformation in a wide range of corporate, not-for-profit and government organisations.

Federation Business School has close ties to industry and our graduates are in high demand. Many graduates gain employment through work placements completed throughout their degree.

A range of career outcomes is available upon graduation, including Marketing Manager, Human Resources Manager, Digital Transformation Officer, Business Analyst, Systems Analyst, Change Management Consultant, Big Data Officer, Business Process Analyst and Technology Manager.

Application information

To apply as a **domestic student**, please visit: apply.federation.edu.au

Fees

Visit federation.edu.au/fees to obtain further information regarding Indicative Program Fees.

For further information regarding Commonwealth Supported Places and HECS-HELP visit www.studyassist.gov.au.

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.

Entry requirements

- Current Year 12 applicants:
 - Units 3 & 4: a study score of at least 20 in any English
 - Applicants must attend an interview to be considered for selection. Details about the interview process will be communicated to applicants via email after the close of timely applications. Applicants adding this program at Change of Preference must email admissions@federation.edu.au to request an interview.
- Non-year 12 applicants:
 - Higher education or VET background and/or relevant work/life experience and must complete a personal statement.
 - Applicants must attend an interview to be considered for selection. Details about the interview process will be communicated to applicants via email.

Program delivery location

Online; On Campus (Brisbane; Ballarat, Berwick, Gippsland)

Commences

Semester 1 and 2 (Online; Ballarat; Berwick; and Gippsland)
Semester 1 (Brisbane only)

Program duration

Four years full-time (or part-time equivalent)

SAMPLE COURSE PLAN

	SEMESTER 1	SEMESTER 2
YEAR 1	<ul style="list-style-type: none"> • Creativity and Innovation • Management Principles • Contemporary Business • Introduction to Marketing 	<ul style="list-style-type: none"> • Principles of Accounting and Finance • Principles of Economics • Business Statistics • Fundamentals of Law
YEAR 2	<ul style="list-style-type: none"> • Entrepreneurship and New Venture Creation • Digital Futures • Elective • Elective 	<ul style="list-style-type: none"> • Applied Ethics in Contemporary Societies • Consumer Behaviour • Elective • Elective
YEAR 3	<ul style="list-style-type: none"> • Digital Innovation and Change • Social Media Marketing • Elective • Elective 	<ul style="list-style-type: none"> • Professional Practice 1 (60 credit points)
YEAR 4	<ul style="list-style-type: none"> • Professional Practice 2 (60 credit points) 	<ul style="list-style-type: none"> • Cognitive Enterprise Strategy • Elective • Elective • Elective

Federation.edu.au

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