The Bachelor of Business Administration (BBA) is a general business degree. The BBA gives you the freedom to design your degree by following your own areas of interest. After the first common year of study you can select subjects from any area of business we offer. And when studying an open elective you can select subjects from across ACU.

PROFESSIONAL EXPERIENCE

Students undertake one compulsory unit of community engagement and may choose to do further units of professional industry experience as electives.

The professional industry experience gained over the three years is designed to assist students to link their studies to the 'real world' of work, and to assist in gaining career employment on graduation.

CAREER PATHS

Graduate career opportunities arise in both the private and public sectors and cover a wide range of occupations, depending on your unit selection:

- Business analyst
- Advertising
- Human resource management
- Personal investment
- Purchaser, buyer or trader
- Employment relations
- Marketing management
- Policy administration
- Financial management
- Marketing research
- Retailing and wholesaling
- International trade and investment

DURATION

3 years full-time.

COMMENCEMENT

February 2014 and July 2014.

ADMISSION

Domestic students should apply through the Tertiary Admissions Centre.

COURSE STRUCTURE

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<tr>
<th>Year 1</th>
<th>Semester 1</th>
<th>Foundations of Management</th>
<th>Principles of Accounting</th>
<th>Fundamentals of Business Information Systems</th>
<th>Responsible Reasoning and Communication</th>
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<td>Semester 2</td>
<td>Business Data Analysis</td>
<td>Principles of Marketing</td>
<td>Introduction to Business Law</td>
<td>Our World: Community &amp; Vulnerability</td>
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<td>Year 2</td>
<td>Semester 1</td>
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<td>Organisational Behaviour</td>
<td>Business Elective</td>
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<td>Business Elective</td>
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<td>Business Elective</td>
<td>Business Elective</td>
<td>Understanding Self &amp; Society: Contemporary Perspectives</td>
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<td></td>
<td>Semester 2</td>
<td>Strategic Management</td>
<td>Business Elective</td>
<td>Open Elective from any faculty</td>
<td>Open Elective from any faculty</td>
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For Further Information | Futurestudents@acu.edu.au | www.acu.edu.au/business | 1300 ASK ACU (1300 275 228) |
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