

BUSINESS



The Christian business school of choice. 87% of current Business & Management students rated teaching practices positively.*

Avondale's **Bachelor of Business (BBus)** is designed to prepare you for a life in the business world, whether it be in accounting, human resource management, marketing or a combination of these. In your degree, you will have the opportunity to learn the business essentials such as how to be an effective leader, market a product, budget and sell your ideas. You will also explore how the economy functions and what it entails to manage your own business.

In a learning environment with personalised attention, you will be taught the skills needed to be creative and people management - giving you a competitive advantage in the workplace. You will also be given the opportunity to undertake paid and unpaid internships throughout your degree, helping you to secure employment upon graduation. Whichever area of business you see yourself in, Avondale has a course structure to best suit your needs.

Majors: Accounting, Human Resource Management and Marketing.

Accreditation

The Bachelor of Business course is accredited under Avondale's self-accrediting authority, within the terms of the Australian Qualifications Framework, and is nationally registered with the Tertiary Education Quality and Standards Agency (TEQSA). In 2014 Avondale was granted self-accrediting status by TEQSA.

CPA Australia and Chartered Accountants Australia and New Zealand have accredited Avondale's Bachelor of Business with a major in Accounting.



Semester Intake

Semester One - Yes
Semester Two - Yes

FEE-HELP is available for eligible students.
See www.studyassist.gov.au

APPLY NOW www.avondale.edu.au

*Data Source: Student experience survey 2017 and 2018 for Avondale undergraduate courses, qilt.edu.au

Bachelor of Business

Code	4350
Course	Bachelor of Business (BBus)
Fee Support	FEE-HELP*
Study mode	On-campus
Duration	3 years full-time or part-time equivalent
Location	Lake Macquarie Campus

*For eligible students, see www.studyassist.gov.au

CAREER OPPORTUNITIES

- | Financial Controller
- | Marketing Manager
- | Accountant
- | Advertising Manager
- | Human Resources Manager



ACCOUNTING

Avondale's Bachelor of Business (BBus), major in Accounting, is accredited by CPA Australia and Chartered Accountants of Australia and New Zealand (CA ANZ), allowing direct entry into the professional CPA Program and CA Programs to become a qualified Accountant. The Accounting major gives you the opportunity to work in the industry, in public accounting firms or in your own business. It gives you the ability to understand financial information, and to prepare and analyse the information to make better business decisions in a fast paced world. The accounting major includes units such as Auditing, Taxation Law, Management Accounting & Financial Accounting.

Practical Experience:

The Accounting major offers an internship program which gives you access to our Industry Partners for practical hands on experience in the workplace.

Areas of Study:

- | Financial Accounting
- | Management Accounting
- | Audit and Assurance Services
- | Australian Taxation Law
- | Corporate Accounting

CAREER OPPORTUNITIES

- | Chief Financial Officer
- | Financial Controller
- | Accountant
- | Business Manager
- | Financial Analyst
- | Auditor
- | Actuary
- | Accounts Payable Officer
- | Accounts Receivable Officer



HUMAN RESOURCE MANAGEMENT

Avondale's Bachelor of Business (BBus), major in Human Resource Management, offers you the opportunity to prepare for a career working with the employees of an organisation. Given that business success is dependent on the careful use of organisational resources, this places particular importance on the Human Resource profession. Human Resource Managers often consult with senior management on the strategic direction of the business, and oversee the recruitment, selection, training and compensation of employees for the benefit of both the organisation and the individual employee. Human Resource Management will help you develop the range of skills required to effectively oversee the human capital of organisations. With areas of study overseeing a wide range of the Human Resource professions, you can expect to gain valuable skills to ensure you are 'work ready' upon graduation.

You can graduate with a Bachelor of Business degree with two majors (in Human Resource Management and Marketing) within a three year timeframe as both of these majors only have six units.

Practical Experience:

The Human Resource Management major offers internships with our Industry Partners to gain valuable experience of real-world Human Resource Management practices in the workplace.

Areas of Study:

- | Organisational Behaviour
- | Human Resource Management
- | New Business Ventures and Innovation
- | Strategic Principles
- | Diversity in Business

CAREER OPPORTUNITIES

- | People and Culture Manager
- | Human Resources Manager
- | Recruitment Manager
- | Training and Development Manager



MARKETING

Avondale's Bachelor of Business (BBus), major in Marketing, gives you the ability to work in any industry and on an international basis. The Marketing major prepares you for the workplace by using practical assessments and encourages innovative thinking to get information about products and services to the consumer. Using problem solving techniques in a creative environment means you graduate with a 'work ready' attitude, particularly if you undertake an internship with our Industry Partners. Units undertaken in the Marketing major include consumer behaviour, Service Marketing, strategic principles, Marketing Communication, Current Issues in Marketing and Business to Business Marketing.

You can graduate with a Bachelor of Business degree with two majors (in Human Resource Management and Marketing) within a three year timeframe as both of these majors only have six units.

Practical Experience:

The Marketing major offers internships with our Industry partners, so upon graduation, you are ready for employment.

Areas of Study:

- | Current Issues in Marketing
- | Business to Business Marketing
- | Services Marketing
- | Consumer Behaviour
- | Marketing Communication

CAREER OPPORTUNITIES

- | Chief Marketing Officer
- | Marketing Manager
- | Digital Marketer
- | Market Researcher
- | Social Media Producer
- | Content Producer
- | Events Manager
- | Advertising Manager