

Bachelor of Business



Succeed in the **rapidly evolving business world** with a contemporary business degree from Federation University.



Welcome to Federation University Australia

We're thrilled that you've taken the first step towards completing a degree with Federation University. Whatever your passion or career goals, Federation has everything you need to make your mark in the world.

Reasons to choose Federation University

TOP 200	Young Universities in the World ¹
TOP 300	Universities worldwide for Sustainable Development Goals ²
#1	in Victoria for Undergraduate Starting Salary ³
5/5 RATING	for median graduate income in Business and Management courses ³
5/5 RATING	Excellence in Research⁴ Federation was rated at or above world standard in 80% of our submitted Fields of Research
	Affordable tuition fees and great scholarships available
	High quality , personalised teaching and dedicated international student support
	Industry integrated learning with opportunities for real life projects with industry leaders

1 Times Higher Education (THE) Young University Rankings 2023

2 Times Higher Education (THE) World University Impact Rankings 2023

3 The Good Universities Guide 2024

4 Excellence in Research Australia, 2018 National Report



Welcome to the Institute of Innovation, Science and Sustainability

Businesses are facing unprecedented challenges posed by digital disruption, combined with transformative opportunities through the rapid adoption of new technologies. Whether you're looking to enter the corporate world, nurture your entrepreneurial spirit or secure a promotion – there has never been a more exciting time to start a career in business.

Federation University's Institute of Innovation, Science and Sustainability (IISS) delivers contemporary business degrees, designed to meet the needs of industry now and long into the future.

Incorporating teachings from our expert academics and industry leaders, you will develop your skills in the classroom and put them into practice through real-world projects, simulations and placements. That's why Federation University is internationally recognised for producing job-ready graduates.

- All full-time academics have a Doctoral qualification from reputed Universities around the World or are enrolled in PhD programs.
- All our Engineering, IT and Accounting degrees are fully accredited by relevant professional bodies that give you national and international recognition (e.g. EA, ACS, CPA and CA).
- Students have opportunities for further studies on completion of their degree i.e. Masters and PhD in their areas of interest.



Federation University | Institute of Innovation, Science and Sustainability

Meet your Course Coordinator

Dr Samuel Zhang is a Senior Lecturer in Economics and the Course Coordinator of Federation's Bachelor of Business at the Institute of Innovation, Science and Sustainability. Having completed a PhD in Economics in 2018, Dr Zhang undertakes research in the areas of Development Economics and Applied Microeconometrics. He has a strong focus on inequality, welfare, financial development, public policy and development outcomes.

Recognised for his research achievements, Dr Zhang was recently appointed as a Fellow at the Global Labor Organization (GLO) – a policy network known for global research on labour, demographics and human resources. View Dr Zhang's profile and published research in more detail by visiting the Federation website.



What to expect

Our Bachelor of Business will see you:

- develop a **solid foundation of knowledge** in business management, entrepreneurship, critical thinking, professional communication, ethics, teamwork, leadership, creativity and innovation
- complete **real-world work experiences** via our imbedded industry internships and project opportunities offered in the final semester of your degree. While also establishing professional networks with Federation's industry partners
- graduate with the **in-demand skills and knowledge** to become a valued asset to employers in a rapidly changing business world.

Our Bachelor of Business is a contemporary, broad-based qualification, that allows students to choose from a wide range of interdisciplinary study areas to help you achieve your career goals.

Students will complete a common first year by studying foundational courses in management, marketing, creativity and innovation, accounting and finance, economics, statistics and law. Upon completing your first year of study, you'll have the flexibility to tailor your degree by selecting from the following specialisations:

- **Banking and Finance**
- **Management**
- **Marketing**
- **Cognitive Enterprise** (also known as Digital Business)

What's in the detail?

CRICOS
106613A
INTAKES
Semester 1 (February) Semester 2 (July)
CAMPUSES
Mt Helen (Ballarat) Berwick (Melbourne) Gippsland Online
DURATION
3 years full time
FEES (ANNUAL)
\$27,610 New international students may be eligible for a tuition fee scholarship. federation.edu.au/current-students/starting-at-federation/scholarships/international-scholarships ↗



Emily, China

Business graduate

Emily Situ graduated from Federation University in 2005 and has gone on to a highly successful career in marketing. She currently works as Branding Director for Overseas Markets at Country Garden, the largest property development company in China. In 2018, Emily returned to Federation University to accept the award of International Alumna of the Year.

Before applying to study with us, Emily worked as a Marketing Officer for a government organisation in Hong Kong. "I felt a need to study and strengthen my knowledge", she says.

During her degree, Emily especially enjoyed the small class sizes, personalised learning and diversity of other students.

“One thing that was new for me was that the course didn't have a fixed group of classmates. Every subject had different students. The range of ages and nationalities surprised me at first, but it was wonderful to learn from everyone's varied work and life experiences. The teachers were also very professional and approachable. I'm still in touch with some of them and ask them for advice in my career.”

Sample course plan

Year one

COMMON FIRST YEAR		
S1	Principles of accounting and finance	Principles of economics
	Management principles	Contemporary business
S2	Creativity and innovation	Statistical methods
	Fundamentals of law	Introduction to marketing

Year two and three

Study options by major specialisation

BANKING AND FINANCE		
	YEAR 2	YEAR 3
SEMESTER 1	Applied ethics in contemporary societies	Banks and financial institutions
	Management accounting	Competitive analysis
	Elective (15 credit points)	Elective (15 credit points)
	Elective (15 credit points)	Elective (15 credit points)
SEMESTER 2	Financial management	Commercial law
	Investments and portfolio management	Elective (15 credit points)
	Elective (15 credit points)	Work-integrated learning: Industry projects or internship (30 credit points)
	Elective (15 credit points)	

MANAGEMENT		
	YEAR 2	YEAR 3
SEMESTER 1	Applied ethics in contemporary societies	Leading organisations
	Employment practice	Strategic management
	Elective (15 credit points)	Elective (15 credit points)
	Elective (15 credit points)	Elective (15 credit points)
SEMESTER 2	Business communications	Managing change
	Work futures	Elective (15 credit points)
	Elective (15 credit points)	Work-integrated learning: Industry projects or internship (30 credit points)
	Elective (15 credit points)	

MARKETING		
	YEAR 2	YEAR 3
SEMESTER 1	Applied ethics in contemporary societies	Marketing communication
	Entrepreneurship & new venture creation	Social media marketing
	Elective (15 credit points)	Elective (15 credit points)
	Elective (15 credit points)	Elective (15 credit points)
SEMESTER 2	Consumer behaviour	Marketing strategy
	Marketing research	Elective (15 credit points)
	Elective (15 credit points)	Work-integrated learning: Industry projects or internship (30 credit points)
	Elective (15 credit points)	

COGNITIVE ENTERPRISE (ALSO KNOWN AS DIGITAL BUSINESS)		
	YEAR 2	YEAR 3
SEMESTER 1	Applied ethics in contemporary societies	Digital innovation and change
	Entrepreneurship and new venture creation	Social media marketing
	Elective (15 credit points)	Elective (15 credit points)
	Elective (15 credit points)	Elective (15 credit points)
SEMESTER 2	Digital futures	Digital enterprise strategy
	Investments and portfolio management	Elective (15 credit points)
	Elective (15 credit points)	Work-integrated learning: Industry projects or internship (30 credit points)
	Elective (15 credit points)	

Course details, fees and sample structures are subject to variation. For the most up to date information, visit our Course Finder website, study.federation.edu.au

Industry connections

Put your dream career in reach

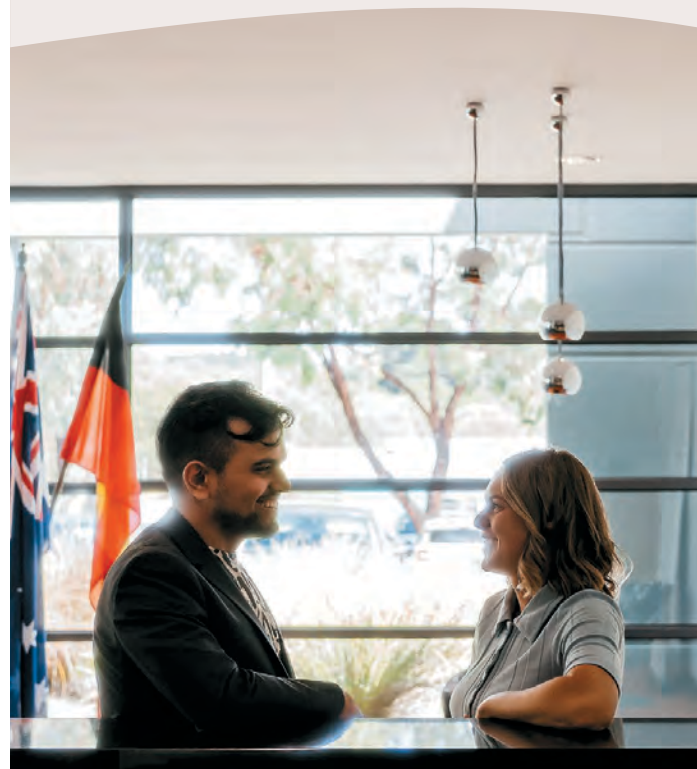
At Federation University we understand that you need **real world experience**, along with your degree, to achieve your career aspirations.

That's why we embed work-integrated learning across all courses. Our new Bachelor of Business has been co-designed with IBM® to enrich your learning experience with real-world scenarios and give you the opportunity to obtain IBM® digital badges (certifications) in Blockchain and AI.

From placements to industry-based projects and simulations – you'll put your knowledge into practice, building confidence and networks to boost your employability.

Upon graduation you'll be qualified for a fulfilling career in a wide range of business roles, including:

- **Management**
- **Marketing**
- **Business**
- **Brand management**
- **Human resources**
- **Corporate finance**
- **Business analytics**
- **Strategic planning**



Entry and application information

Entry requirements

To be eligible for this course students must have **successfully completed**:

- An Australian **Year 12 Certificate** (or equivalent); and
- **Academic IELTS overall score of 6.0**, with no bands less than 6.0 (or equivalent)

For more information on satisfying English language requirements, including accepted test courses, please visit [this link](https://www.federation.edu.au/english-language-requirements) ↗
federation.edu.au/english-language-requirements

Once you have submitted your application, you will be assessed against the course requirements and for available pathways and scholarships.

Pathways designed specifically for you

If you have not met the entry requirements for this course, don't worry. With a range of pathways now available, you can be studying at Federation University sooner than you think.

Foundation Studies

(CRICOS Code 110818J)

This pre-university course is designed for international students to meet the requirements needed to join a higher education diploma or fast-track your way directly into the first year of a Bachelor degree. Develop your English and academic skills in a supportive environment, undertaking a broad selection of courses to gain insight into what we provide.

Find out more ↗

study.federation.edu.au/course/DGFO

English Language courses

(CRICOS Code 113565A)

Students who do not meet the English language requirements for this course may be eligible to complete our General English or English for Academic Preparation (EAP) courses. These courses have been newly designed to equip you with the English speaking, reading, writing and listening skills needed to be successful in your university studies. Depending on your English level, the Admissions team will package the appropriate pathway option together with your chosen degree.

Find out more ↗

2024 course information will become available soon. To learn more, visit

study.federation.edu.au/area/pathways

Diploma of Business (Higher Education)

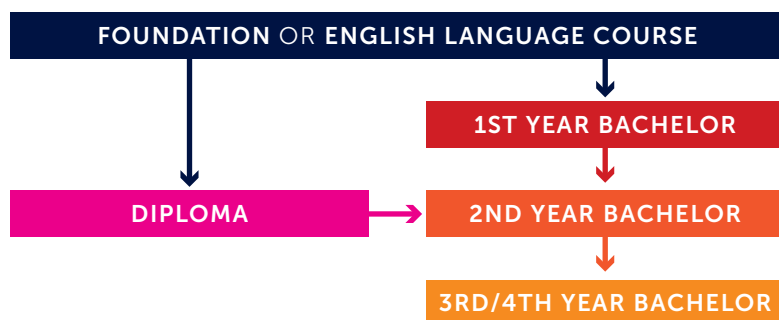
(CRICOS Code 109401M)

For guaranteed entry into the second year of our Bachelor of Business, complete our globally recognised Diploma of Business (Higher Education). This course will equip you with the academic skills and knowledge to tackle common problems faced by business. Delivered across two semesters, you'll complete foundational courses from the first year of the Bachelor of Business course in small classrooms with additional English support services and more one on one time with lecturers.

Find out more ↗

study.federation.edu.au/course/DGB1

Your pathway journey



Scholarships

Studying in Australia just became more affordable

At Federation University Australia, we're driven to make a real difference to the lives of every student who studies with us.

Our scholarships help ease the financial stress of commencing study at a university, especially for international students who are moving to Australia. From accommodation support to tuition fee discounts and research grants, we offer a range of scholarships to help you start studying sooner.

Visit our website to learn more about available scholarships, terms and conditions, eligibility criteria, and how to apply.

Find out more ↗

federation.edu.au/scholarships

Feel supported to succeed

We understand that choosing to study abroad is both an exciting and challenging time. Help at Federation University is readily available – be it support with your English, understanding your assignments, or finding someone to talk to about personal life concerns. No matter the challenge, our range of student-focused services enables international students to develop skills, knowledge and confidence in a supportive environment that is united in your ambition to succeed.

Some of our support services include:



English Language Support Service



Libraries and Learning Skills Advisory



Counselling



International Student Employability



International Student Advisory



Spiritual facilities



Support for students with disabilities



Sports and clubs

Nhung, Vietnam

Master of Business Administration

“ I was impressed to see that local people volunteered to support international students by arranging trips and clubs for us to take part in. Friends of mine who studied in bigger cities didn't always have that experience. ”

Your next steps

Whether you're applying directly or via an agent, just follow these simple steps



Step 1

FIND YOUR COURSE

Find the Federation University course you wish to study

- For undergraduate and postgraduate courses visit study.federation.edu.au
- Check you meet the academic entry requirements
- Check you meet the English language requirements
- Check for any essential requirements that you need to complete in addition to your application.

Essential requirements may include auditions, tests or interviews.

Step 2

APPLY

- International students or their agents must apply through the **StudyLink** online application system
Visit federation.edu.au/international/study-at-federation/apply
- Follow the instructions and ensure you have attached all relevant supporting documents.
- Details of documentation required is available at federation.edu.au/international/prepare

Note: Be aware of cut off dates.

Step 3

ASSESSMENT

Your application will be assessed by our team

- English language requirements
- Academic entry requirements
- Scholarships



Step 4

OFFER MADE

Congratulations!

You will be sent an International Student Offer and Acceptance Pack that includes:

- Letter of Offer
- Information for accepting your offer
- GTE and/or financial assessment forms*

Refer federation.edu.au/SSVF for more information.

*International students may be required to complete a pre-visa screening process as a condition of their offer under the requirements of the Simplified Student Visa Framework (SSVF). The requirements will depend on a number of factors.

Step 5

ACCEPTANCE AND PAYMENT

Once you have provided all documentation and met all conditions, sign the acceptance of your offer letter and pay the required fees.

We will then issue you with an electronic Confirmation of Enrolment (CoE).

Note: Payments to Federation must be made via Convera GlobalPay through your StudyLink application.



Step 6

VISA APPLICATION WITH COE

You will need your CoE to apply for your Australian student visa.

More information on the visa application process is available at immi.homeaffairs.gov.au

Note: Make sure you plan in advance to get your visa in time.



Step 7

PREPARE TO ARRIVE

We will send you an International Student Support Guide to help you understand what to expect.

FLIGHTS

Make sure you arrive in time to attend the compulsory International Student Orientation Program that is held in the weeks before semester commences.

ACCOMMODATION

Check out the offers from FedLiving – on-campus accommodation in Ballarat, Berwick and Gippsland.



Federation.edu.au
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#feduni/
feduniaustralia

Disclaimer: Information contained in this brochure was correct at the time of publication (November 2023). Federation University Australia reserves the right to alter any course, procedure or fee, as deemed necessary. Prospective students should confirm course information by visiting federation.edu.au and vtac.edu.au or by contacting the University directly. Produced by the Global Professional School, Federation University Australia. Federation University Australia courses are delivered with Victorian and Commonwealth Government funding to eligible applicants. CRICOS Provider No. 00103D | RTO Code 4909 | TEQSA No. PRV12151 (Australian University), CC_031123