

## BACHELOR OF BUSINESS

The Texila College Australia Bachelor of Business, theoretical concepts and scholarship are applied to contemporary business practice, with a focus on global perspectives, innovation, sustainability and new modes of thought.

The Bachelor of Business allows students to study a combination of 14 core generalist business subjects, 4 elective subjects and 6 specialisation core subjects within their choice of specialisation in Management, Marketing or International Business.

The *Management* specialisation includes topic areas required by graduates wishing to gain employment in human resource management, quality management, change management or entrepreneurship and innovation. Study areas in this specialisation include Human Resource Management, Quality Management, Project Management, Negotiation and Workplace Relations, Finance, Entrepreneurship and Leadership.

The *Marketing* specialisation includes topic areas required by graduates wishing to gain employment in marketing, marketing communications, digital and social media marketing, marketing management, brand management, services management, tourism and market research. Study areas in this specialisation include Consumer Behaviour, Market Research, Supply Chain and Logistics, Services Marketing, Digital and Social Media Marketing and Marketing Communication.

The *International Business* specialisation includes topic areas required by graduates wishing to gain employment in domestic and international marketing, marketing management, brand management, market research, international trade and logistics and international management. Study areas in this specialisation include International Marketing and Trade Principles, International Business, International Market Research, Leadership in a Global Context, International Business Law, and Global Engagement.

*Work Integrated Learning:* WIL201 Work Integrated Learning is a core subject in the Bachelor of Business, delivered as a coursework subject in Year 2, Semester 2. Work Integrated Learning aims at improving the employability of graduates by giving them valuable practical experience to ensure students develop the ability to integrate their learning through a combination of academic work and work related activities. The College provides opportunities in the following areas: work placements, industry projects and work simulations in the area of the student's specialisation.

Students will be required to undertake 7 hours per week for 12 weeks (for a total of 84 hours) of work integrated learning activities outside of scheduled classroom hours. Please note that undertaking any TCA WIL subject or activity does not guarantee future work opportunities in Australia.



## Texila College Australia Pty Ltd

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Course  
Brochure  
2021

## Bachelor of Business

Specialisations in

• Management • Marketing • International Business

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# BACHELOR OF BUSINESS

## Course Delivery

100% face-to-face delivery with the additional teaching and learning support of the learning management system site for each subject. Each subject provides students with 3 face-to-face teaching and learning contact hours per week over a 12 week teaching semester. The total face-to-face contact hours for each subject is 36 hours.

The teaching and learning mode will be face-to-face teaching and learning and contact hours will include a 2-hour lecture and 1-hour tutorial per week for each subject for a semester of 12 weeks.

**Full-time: 3 years or equivalent part-time  
6 semesters  
4 subjects each semester**

## Course Structure

Number of Subjects: 24  
Core subjects: 14  
Specialisation core subjects: 6  
Electives: 4  
Credit points per subject: 6  
Full course credit points: 144

## Specialisations

3 offered: Management, Marketing or International Business.

*Students choose 1 specialisation*

## Fees & Charges

- Tuition Fee - \$2,222 per subject
- Enrolment Fee - \$250
- Materials Fee - \$500 per year
- Total Course Fee - \$55,078
- Airport pickup – Complimentary on initial enrolment
- 2021 Health Cover (International students) – *please refer to the health provider website*
- Homestay placement fee - \$290
- Homestay costs - Approximately \$320 to \$450 per week

*All amounts in Australian Dollars (AUD\$)*

## Campus Location

The course will be delivered using classroom based delivery with highly experienced academic staff at our Melbourne Campus located at Level 1, 600 Collins Street, Melbourne, Victoria.

The campus is equipped with Wi-Fi, computer laboratories, well equipped library and state of the art student facilities.

## Subjects

### First Year Subjects

- ACC101 Accounting for Managers (*Common Core*)
- COM101 Business and Cross-Cultural Communication (*Common Core*)
- COM102 Academic and Professional Success (*Common Core*)
- ECO101 Economics (*Common Core*)
- MGT101 Management Principles (*Common Core*)
- MGT102 Human Resource Management (*Man Special*)
- MKT101 Marketing Principles (*Common Core*)
- MKT102 Consumer Behaviour (*Mkt Special*)
- RES101 Academic and Business Research (*Common Core*)

### Second Year Subjects

- IB201 International Business (*IB Special*)
- IB202 International Market Research (*IB Special*)
- LAW201 Business and Corporate Law (*Common Core*)
- MGT206 Quality Management (*Man Special*)
- MGT207 Corporate Responsibility, Risk and Ethics (*Common Core*)
- MGT208 Negotiation and Workplace Relations (*Man Special*)
- MKT201 Supply Chain and Logistics (*Mkt Special*)
- RES201 Business Statistics (*Common Core*)
- RES202 Market Research (*Mkt Special*)
- SUS201 Business Sustainability (*Elective option*)
- WIL201 Work Integrated Learning (*Common Core*)

*Plus two elective options*

### Third Year Subjects

- ACC301 Business Finance (*Man Special*)
- IB301 Global Engagement (*IB Special*)
- LAW301 International Business Law (*IB Special*)
- MGT301 Entrepreneurship (*Man Special*)
- MGT302 Leadership in a Global Context (*Man & IB Special*)
- MGT305 Strategic Management (*Common Core*)
- MGT306 Project Management (*Common Core*)
- MKT301 Digital and Social Media Marketing (*Mkt Special*)
- MKT302 Services Marketing (*Mkt Special*)
- MKT303 Marketing Communication (*Mkt Special*)
- RES302 Industry Project – Capstone Subject (*Common Core*)

*Plus two elective options*

*(Man Special – Management Specialisation; Mkt Special - Marketing Specialisation; IB Special – International Business Specialisation)*

*Electives may be selected from the other specialisations – please refer to the Texila website for the latest version.*

## Progression Rules

All subjects in the Bachelor of Business are 6 credit points. To qualify for the award a candidate shall accrue an aggregate of at least 144 credit points, including the satisfactory completion of all listed core subjects. Students will progress through the course in a progressive manner:

- Students must complete a maximum of 10 first year level subjects (XX1XX coded subjects) and a minimum of 8 third year level subjects (XX3XX coded subjects) to meet the requirements of the Bachelor of Business.
- Prior to undertaking any second year subjects, the student must have satisfactorily completed at least three first year level subjects.
- Prior to undertaking any third year subject, students must have satisfactorily completed at least two second year level subjects.

Students should endeavour to progress through the course in a logical sequence. Please discuss with your course coordinator prior to enrolling in any subjects to ensure that you meet all course progression requirements.

Students must complete all subject prerequisite requirements and all course progression rules prior to enrolling in subsequent subjects.

Please refer to the Course Handbook or [www.texila.edu.au](http://www.texila.edu.au) for more information on specific subject requirements.

## Assessment

A number of assessment types will be used in the delivery of the Bachelor Degree. These assessments may include both open and closed book assessments, individual or group based assessments, online assessments, exams, portfolios, reflective journals and presentations.

Assessment tasks have a strong focus on industry engagement. Knowledge and practices of the contemporary workplace, case studies, and simulated workplace activities will be integrated into learning activities and assessments to allow students to develop and demonstrate knowledge and skills application relevant to professional practice.

## Articulation, Credit and Recognition of Prior Learning

Students can apply for credit transfer and recognition of prior learning by completing the Application for Credit or Recognition of Prior Learning Form. For international students, any credit granted may have an impact on the duration of your studies and may impact your visa conditions. Please consult with your course coordinator to help you make the best decision.