

Bachelor of Business (Entrepreneurship) (BBUENT16)

1. About the Bachelor of Business (Entrepreneurship)

The Bachelor of Business (Entrepreneurship) course has been designed to provide a broad understanding of business for those graduates wishing to be involved in a business start-up, establishing a new enterprise, or supporting business innovation. The course also offers a student the possibility, within the Bachelor of Business (Entrepreneurship), to experience a range of knowledge and skills from across other BBUS specialisms.

The course aims to develop graduates with attitudes of intellectual curiosity, independent thinking, a commitment to lifelong learning, and to be ethical, reflective professional practitioners.

Graduates may find a range of career pathways and employment opportunities related to their areas of expertise and use their acquired skills to develop successful business practice. The proposed course structure will prepare graduates for, and provide pathway opportunities to, further academic and professional study.

Graduate employment opportunities

Graduates may find a range of career pathways and employment opportunities including:

- Small business owner/operator
- Entrepreneur
- Business analyst
- Entrepreneur

Course Overview

Course Title	Bachelor of Business (Entrepreneurship) (BBUSENT16)		
Study Options – Domestic Australian students	Face to Face delivery Online delivery Hybrid delivery (10% Face to Face and 90% Online) Full-time, Accelerated and part-time options available.	Study Options – International students	Full-time option available. International students are allowed to study a maximum of 33% of their total course through online learning. International students must study at least one subject that is not online in each compulsory study period.
Start Dates	February, June, September For specific dates visit the website .	Course Length	Full-time: 3 years Accelerated: 2 years Part-time: 6 years
Payment Options - Domestic Australian students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date. FEE-HELP FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.	Payment Options – International students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date.
Course study requirements	Each subject involves 10 hours of study per week, comprising 3 hours of facilitated study and 7 hours self-directed study.	Assessment	individual assignments, group assignments, project reports and presentations
Locations	Brisbane, Sydney, Melbourne, Adelaide, Online	Delivered by	Torrens University Australia
Provider	Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).	CRICOS Course Code	095229D
Provider obligations	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in compliance with the Higher Education Standards 2015	Accrediting body	Torrens University Australia Limited ABN 99 154 937 005, CRICOS Provider Code: 03389E. RTO No. 41343
Course Fees	For details, refer to the website .	Any other fees	For details, refer to the website .

1. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

2. Student Profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Trimester one / Full year intake [2020]	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	<5	N/P
(B) Vocational education and training (VET) study	<5	N/P
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	N/P
(D) Recent secondary education:		
• Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)	<5	N/P
• Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR)	0	0%
• Admitted on the basis of other criteria only and ATAR was <i>not</i> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	<5	N/P
International students	15	68%
All students	22	100%

Notes: "**<5**" – the number of students is less than 5.
N/A – Students not accepted in this category.
N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

3. Admission Criteria

Title of course of study	Bachelor of Business (Entrepreneurship) (BBUSENT16)
Applicants with higher education study	<p>A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or another accredited higher education provider</p> <p>OR</p> <p>Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 6 (Associate Degree) or above, or equivalent, from an Australian University or another accredited higher education provider</p>
Applicants with vocational education and training (VET) study	<p>A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO)</p> <p>OR</p> <p>Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 5 (Diploma) or above, or equivalent, at a registered training organisation (RTO)</p>
Applicants with work and life experience	<p>Demonstrated ability to undertake study at the required level:</p> <ul style="list-style-type: none"> • broadly relevant work experience (documented e.g. CV), demonstrating a reasonable prospect of success; OR • formal, informal or non-formal study, completed or partially completed, demonstrating a reasonable prospect of success; OR • written submission to demonstrate reasonable prospect of success.
English Language Proficiency (applicable to international students, and in addition to academic or special entry requirements noted above)	Equivalent IELTS score of 6.0 minimum (Academic) with skills band no less than 5.5
Applicants with recent secondary education (within the past two years) with ATAR or equivalent* (for applicants who will be selected wholly or partly on the basis of ATAR)	<p>Year 12 or equivalent</p> <p>Senior certificate and a passing grade in year 12 English.</p>

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<p><i>*ATAR profile for those offered places wholly or partly on the basis of ATAR in T1 2020:</i></p> <table border="1"> <thead> <tr> <th>(ATAR-based offers only, across all offer rounds)</th> <th>ATAR (OP in QLD) (Excluding adjustment factors) *</th> </tr> </thead> <tbody> <tr> <td>Highest rank to receive an offer</td> <td><5</td> </tr> <tr> <td>Median rank to receive an offer</td> <td><5</td> </tr> <tr> <td>Lowest rank to receive an offer</td> <td><5</td> </tr> </tbody> </table> <p><i>Notes: * "<5" – indicates less than 5 ATAR-based offers were made</i></p>		(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *	Highest rank to receive an offer	<5	Median rank to receive an offer	<5	Lowest rank to receive an offer	<5
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Highest rank to receive an offer	<5								
Median rank to receive an offer	<5								
Lowest rank to receive an offer	<5								

Other admission options

(For applicants who will be selected on a basis other than ATAR)

Special Entry	Applicants in any category whose study, work or life experiences have been impacted by disability, illness or family disruption will be given special consideration for admission. Each application will be considered on its merit, based on the evidence supplied by the applicant attesting to the circumstances of the applicant. Applicants for special entry may need to complete written or numerical tasks to assist with assessing eligibility for admission.
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4. How to apply

Via direct application to the institution

- o <https://apply.torrens.edu.au/>

5. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy - \(https://www.torrens.edu.au/policies-and-forms\)](https://www.torrens.edu.au/policies-and-forms).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions

- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

6. Where to get further information

- Torrens University Australia (TUA) Website
 - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website
 - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
 - <https://www.qilt.edu.au/>

7. Additional Information

Course Structure

The Bachelor of Business (Entrepreneurship) (BBUSENT16) course structure is three years (240 credit points) in duration (normal full time). 8 subjects (10 credit points each) per year is deemed a normal full time load. Students can fast-track the completion of the degree by taking 4 subjects (40 credit points) per trimester over six trimesters.

Course Rules

To qualify for the degree Bachelor of Business (Entrepreneurship) (BBUSENT16), the candidate must complete satisfactorily a course of study that comprises 16 core subjects and 8 elective subjects. A combined total of 240 credit points is required. Electives may be chosen from any of the other BBUS or other TUA undergraduate courses (pre-requisites permitting). Electives chosen from other TUA courses must have prior approval from the Program Director or delegate.

You must complete 300 hours of Industry-relevant experience across the duration of your course.

Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>BIZ101 Business Communications</p> <p>The aim of this subject is to provide you with the knowledge and skills to enhance your personal effectiveness, employability, and academic success. This subject introduces you to the concepts of business communications and transferable academic skills.</p> <p>The student will examine the different stakeholders and communication contexts which occur in the internal and external business environment, developing the skills and knowledge to effectively interpret and deliver messages in a variety of business situations. This subject will provide you with essential business skills in information literacy, presenting, writing, academic integrity and the use of technology.</p>
<p>BIZ102 Understanding People & Organisations</p> <p>The aim of this subject is to develop an understanding of modern organisations, their structure and how people collaborate within these structures to achieve the organisation's strategic objectives and deal with the uncertainty of the 21st Century economy. This knowledge will form a foundation of theoretical knowledge about organisational behaviour that will be built on in future subjects. Moreover, it will develop the student's emotional intelligence and the understanding of their strengths and their application in the business context. These learning objectives will be achieved through a mixture of theoretical readings, class discussions and group projects focusing on how theoretical concepts apply to the work environment. Additionally, reflective journals will be used to apply theory to develop the students own professional capability.</p>
<p>MKT101A Marketing Fundamentals</p> <p>Students will gain a solid foundation in the marketing discipline introducing relevant and contemporary concepts, theories and models. The unit magnifies the importance of understanding consumer behaviour, segmentation, targeting and positioning, the extended marketing mix and ethics in marketing. Industry relevance provides students with the opportunity of applying key concepts in practical settings. These marketing foundations are expanded on in other subjects available as electives.</p>
<p>BIZ104 Customer Experience Management</p>

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<p>The 21st Century economy is dynamic and driven by customers ever changing wants and needs. To remain competitive businesses need to understand what their customers want and how to deliver a quality customer experience that goes beyond the product or service offering. This subject explores how a customer's perceptions – both conscious and subconscious – effect their relationship with a brand's value proposition. Students will explore how a customer's interactions with a brand during the customer life cycle will determine levels of customer satisfaction. Students will analyze Customer Journey Mapping techniques, Employee engagement in the customer experience strategy and metrics of satisfaction, loyalty and advocacy.</p>
<p>BIZ201 Accounting for Decision Making</p> <p>The unit aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and finance and the use of management accounting information to assist in key areas such as planning and decision making. It introduces students to basic accounting concepts and functions such as financial statements, techniques for analysing financial statements, investment decisions, costing and opportunity costing analysis and managing working capital.</p>
<p>BIZ202 The Business Environment</p> <p>The aim of this subject is to help students develop an understanding of how organisations work and the ability to evaluate factors that influence them. This includes all aspects of modern business and the changing external environmental forces at the micro and macro level.</p> <p>Students should be able to take a strategic view of a business and contribute to the process of developing and implementing strategy. The focus will be on the political, legal, economic, social, cultural and technological environment. Analytical techniques will be used to uncover the opportunities and threats to businesses. An awareness of potential risks and challenges as well as corporate social responsibility of the organisation will be introduced as a key learning goal.</p> <p>This case-based unit is designed to provide an overview of the business environment at the global, market and organisational level. This subject is designed to develop effective problem solving, critical analysis, and communication skills around the contemporary issues challenging the pursuit of sustainable business practice.</p>
<p>BIZ301 Organisational Creativity and Innovation</p> <p>This course seeks to build the knowledge, skills and attitudes required to succeed as an innovator. Students then apply this knowledge to identify and evaluate innovative high-growth product and service opportunities in the context of a start-up, a corporation, a not-for-profit or a government institution. The subject equips students with practical skills, including creativity tools, cash-flow modelling, business model analysis and lean experimentation.</p>
<p>MGT301A Ethics and Sustainability</p> <p>This subject is built on broad aspects of sustainable development, corporate responsibility, stakeholder thinking and accountability. It explores how organisations acknowledge their impact of their activities in economic, social and environmental terms. Students will examine why organisations around the world are increasingly moving to reduce the adverse effects of business operations on their stakeholders and local communities. It discusses some of the most common practices associated with environmental ethics evolving to sustainability ethics. It also examines the link between social responsibility and corporate governance. This course will equip you with a set of tools for managing and leading organisations more ethically and sustainably.</p>
<p>IND301A Industry Consulting Project</p> <p>Industry Consulting Project (IND301A) enables you to apply theory and learning into practical work situations. You will experience personal growth through setting own career goals, learning how to plan and navigate your career in constantly changing work environments. You will learn how to maximise continuous learning, identify professional development needs and accept responsibility to self for project completion.</p> <p>You will also be able to apply conceptual and theoretical knowledge in practical solutions in the workplace by engaging in a 'live brief' in conjunction with an industry client. You will learn how to unpack an undefined</p>

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<p>business challenge into achievable outcomes, individually and/or as a team by utilising your research and problem-solving skills in a consultancy setting.</p> <p>Students completing the subject are eligible for 100 hours of credit towards the 300 hours of industry-related experience.</p>
<p>ENT101 Introduction to Entrepreneurship</p> <p>The aim of the subject is to develop an entrepreneurial mindset that incorporates creativity, innovation and research/analytical abilities. The subject focuses on entrepreneurship for start-up businesses as well as entrepreneurial behaviour within larger organisations. Students are introduced to the theory and practice of entrepreneurship, the characteristics of entrepreneurs through a range of case studies, and the “mindset” of the entrepreneur. They will gain an overview of the business start-up process, make an assessment of their own “mindset” for entrepreneurship and map out their journey to develop their mindset and skillset as entrepreneurs.</p>
<p>ENT102 Venture Ideation</p> <p>Venture Ideation gives students the opportunity to apply their knowledge on the entrepreneurial mindset to start a successful venture. In this highly engaging and media-rich course, students will engage with processes that help them recognise market trends and potential business opportunities.</p> <p>The knowledge and skills will help students to both identify and develop a business case and effectively pitch their ideas.</p>
<p>ENT201 Sales and Negotiation Strategies</p> <p>In this subject, you will learn the importance of product positioning and professional selling when initiating a new venture and developing and expanding a business. Whether entrepreneurs are selling or buying a product or service, or starting a new business, they need to negotiate the terms and understand the implications of sales and negotiation. You will embed the principles of ethics and sustainability into your sales and negotiation practice, and focus on reviewing and evaluating your outcomes as important factors to your successful entrepreneurial journey.</p>
<p>ENT202 Entrepreneurial Financing</p> <p>Entrepreneurs will face many financial challenges when starting and developing a new venture. This subject will teach you how to identify and evaluate all the different financing sources of equity and debt financing. It will help you identify the most appropriate legal structures from a financial perspective to establish a business. You will also explore capital planning and financial concepts essential to structuring and operating your business, as well as learn how to communicate your financial strategy effectively to a range of stakeholders.</p>
<p>ENT203 Marketing for Entrepreneurs</p> <p>This subject provides you an in-depth study of entrepreneurial marketing strategies for the 21st century. You will examine how start-up and small/medium-size companies reach the marketplace and sustain their businesses, within highly competitive industries. In this dynamic context, entrepreneurs need to be agile and innovative to anticipate and respond to market trends. Entrepreneurs make maximum effective use of scarce resources, and proactively determine and act upon the opportunities that exist within new and established market niches in response to market research and testing.</p>
<p>ENT301 Lean Business Start-up</p> <p>Lean start-up is a new, field-tested approach that provides students with the skills to minimise the chances of business failure and increase the chances of success. Students will learn how to apply lean principles and techniques such as minimum viable product, pivoting, actionable metrics, innovation accounting, business model canvas and lean canvas. Through this subject, students will develop and test their business concept and develop their business plan ready to pitch to potential investors.</p>
<p>ENT302 Entrepreneurship Capstone Project</p>

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>The Entrepreneurship capstone subject provides you with the opportunity to use your entrepreneurial mindset to examine a trading business start-up. Central to this project is the research, analysis and evaluation of the business. You will provide evidence of critical analysis, reflective and reflexive practice. This will involve business engagement, and application of business tools and concepts mastered during the program. You will recommend future directions in consultation with the start-up.</p> <p>Students completing the subject are eligible for 60 hours of credit towards the 300 hours of industry placement.</p> <p>Students are required to choose an additional 8 subjects from the Bachelor of Business courses. We strongly recommend taking IND101A as your Elective in Year 1 and IND201A in Year 2.</p>

*Note that some of the above subjects have pre-requisite requirements.

Locations

The Bachelor of Business (Entrepreneurship) can be studied fully online or at the below Torrens University Campuses:

- Queensland (Brisbane): 90 Bowen Terrace, Fortitude Valley QLD Australia 4006
- New South Wales (Sydney): 17/51 Foveaux St, Surry Hills NSW 2010
- Victoria (Melbourne): 196 Flinders Street, Melbourne VIC Australia 3000
- South Australia (Adelaide): 88 Wakefield Street, Adelaide SA Australia 5000

Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**
If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.
- **FEE-HELP**
FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- [FEE-HELP website:](http://studyassist.gov.au/sites/studyassist/helppayingmyfees/fee-help/pages/fee-help)
<http://studyassist.gov.au/sites/studyassist/helppayingmyfees/fee-help/pages/fee-help>
- [FEE-HELP booklets:](http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications)
<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

Austudy and Abstudy

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).