

Bachelor of Business

(With a major in Entrepreneurship and Innovation)

Build your future career

Business professionals of tomorrow need more than an understanding of core business disciplines – they need adaptability, curiosity, and agility to respond to a changing future.

To forge a business career, you need creative and agile thinking. Our Bachelor of Business is taught in a dynamic environment driven by fresh ideas and a global outlook.

You'll learn foundational business principles in law, accounting, economics, management and statistics. The degree includes a major in accounting, international business or marketing plus a choice of elective units or a second major. Our graduates gain the professional, critical thinking and communication skills to run their own businesses or pursue careers in marketing, product management, investment, finance and more.

COURSE INFORMATION GUIDE FOR 2024

Unit Code	Year 1 – Term 1	Unit Code	Year 1 – Term 2
BUSN1004	Starting a Business	COMM1005	A Culture of Dialogue
MRKT1001	Marketing Principles (elective)	BUSN2001	Professional Development for the Workplace
	Year 1 – Term 3		Year 1 – Term 4
COMM1004	A Culture of Enquiry	BUSN1008	Business Practice and Impact
MRKT2003	Global Marketing (Elective)	BUSN1007	The Interconnected World
	Year 2 – Term 1		Year 2 – Term 2
BUSN3010	Innovation Ecosystems	BUSN2008	Applied Social Entrepreneurship
BUSN1006	Solving Wicked Problems	BUSN3009	Entrepreneurial Finance
	Year 2 – Term 3		Year 2 – Term 4
BUSN2010	Service Design Thinking	BUSN2009	The Founder's Journey (elective)
MRKT2005	Services Marketing (Electives)		
	Year 3 – Term 1		Year 3 – Term 2
BUSN3007 (Double-weighted)	Industry Project 1	BUSN3008	Industry Project II
	Year 3 – Term 3		Year 3 – Term 4
BUSN3003	Entrepreneurship and Innovation (Major)	MRKT2007	Digital Marketing Strategies
BUSN3002	Sustainable Business Management (Major)	BUSN2003	Intrapreneurship

Southern Cross University

Lismore

PO Box 157, Lismore NSW 2480 Australia
T +61 2 6620 3876

Coffs Harbour

Hogbin Drive, Coffs Harbour NSW 2450 Australia
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Gold Coast

Locked Mail Bag 4, Coolangatta QLD 4225 Australia
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SCU International



IBS
UNIVERSITY

Bachelor of Business Degree Admission Requirements

Completion of Year 12 (best of 5, pass in English and Mathematics) and PNG GPA of 3, OR completion of senior secondary Year 10 plus any additional studies (such as completed Diploma).

Scores for each Grades are:

A = 5	B = 4	C = 3	D = 2	E = 1
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Score for Language and Literature is multiplied by 1.5

Score for Advanced Mathematics (Mathematics A), is multiplied by 2

Results for Personal Development subject cannot be included in the calculation.

Benefits of studying the Southern Cross University Degree at IBSUniversity:

Obtain an Australian Bachelor Degree without leaving home and become eligible to join CPA Australia and CPA PNG.

Responsive course materials which are updated annually to meet the Industry needs. Excellent study and research facilities with qualified lecturers. Career Centre to help you with job training and job placement.

Registration & duration:

Registration for new students is open at the beginning of the year for February for Term 1 and Term 2 intake, and May for Term 3 and Term 4 intake. We also offer Term 5 and Term 6 for continuing students only, commencing in October and ending in the first week of February the following year. Full-time students can enrol for 2 units per term to complete the course within three years. Each term is 7 weeks in duration including examination weeks, with 4 class sessions per unit, per week.

Course fee:

Year 1 - 8 units at K3,000 per unit plus K200 Registration Fee – Total K24,200.00

Year 2 - 8 units at K3,000 per unit plus K200 Registration Fee – Total K24,200.00

Year 3 - 8 units at K3,000 per unit plus K200 Registration Fee – Total K24,200.00

Course and registration fees must be paid on or before the commencement date.

Contact Information

Admissions Officer Student Services (IBSUniversity)

Phone: +675 7028 8030

Email: ask@ibs.ac.pg

Website: www.ibs.ac.pg

IBSUniversity conducts academic courses on behalf of Southern Cross University in Port Moresby, Papua New Guinea. Students will graduate with a Southern Cross University Award.

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