



EXCELSIA  
COLLEGE  
— Sydney —



*School of Business*

**BACHELOR OF MANAGEMENT  
AND ENTREPRENEURSHIP**

# Bachelor of Management & Entrepreneurship

**Course duration** 3 years full-time

**Course tuition fee** AU\$42,000

**Non-tuition fee** approx. AU\$3,000 per year

**Intakes** February, July & September

**Mode and location of delivery** on campus  
(Macquarie Park)

**Entry requirements** Students must have attained equivalent to Australian high school leaving certificate; IELTS 6.0 (no band less than 6)

**D I** CRICOS 097868A

## OVERVIEW

The Bachelor of Management and Entrepreneurship develops in students management and entrepreneurship knowledge, providing students with a solid grounding in enterprise creation and management. The course has been designed for future business managers and leaders in small to medium/family enterprises, and for start-up entrepreneurial businesses.

Upon graduation, such students will have acquired a mix of a broad range of business/management knowledge and skills, and more specialist capabilities that will equip them to be innovative, effective and ethical.

It will therefore appeal to students likely to (i) help run and manage their family business; (ii) start their own business independently or as spin-offs from the family business; or (iii) be working for, do business with or consult to family businesses or small to medium entrepreneurial enterprises.

The Bachelor of Management and Entrepreneurship is a 144 credit point program consisting of 20 core units of study and 4 electives (3 years full time). The first year of the course focuses on business fundamentals and will build academic knowledge and skills across core business disciplines.

## Accommodation Options

Accommodations are provided through our partnership with Robert Menzies College. See more at [rmc.org.au](http://rmc.org.au)

## Living Expenses

Single	Couple	Family
AU\$ 20,290 per year	AU\$ 27,390 per year	AU\$ 27,390 per year + 3,040 per child

In the second and third years, students will not only continue to develop knowledge and skills but also apply these specifically in management and entrepreneurship contexts.

Students will also select elective units, the range of which offers students opportunity to develop skills relevant to their personal and/or professional interests in a particular business discipline, such as marketing, human resource management, accounting or organisational leadership, governance and change.

Students enrolled in the Bachelor degree may elect to exit at the end of Year 2 and receive the Associate Degree of Management and Entrepreneurship as an exit only degree. This can be done upon successful completion of all required coursework for the first two years of the Bachelor degree and the completion of 96 credit points.

Students who successfully complete this course have the opportunity to undertake further studies at Excelsia through its postgraduate offerings including the Master of Business Administration or Master of Business (Research) which leads to the Doctor of Philosophy degree.

## Why to choose this program?

- Develops both management and entrepreneurship knowledge and skills
- Opportunity to apply these knowledge and skills in an industry placement
- Emphasis on small to medium/family/entrepreneurial businesses
- Study alongside students from other cultures

# Core Units

## FIRST SEMESTER

### Management Principles

This introductory unit provides a synoptic overview of organisational management and governance as both central business functions in their own right, and as processes and approaches central to the achievement of organisational goals.

### Economics for Managers

This unit provides students with a basic understanding of the principles of micro- and macroeconomics. The focus of the unit is the behaviour of consumers and producers and their interaction in the marketplace, and how understanding the operation of markets is essential to analysing any form of economic behaviour.

### Accounting Principles

The unit provides an overview of business and the business environment and introduces the principles supporting the use of an accounting information system for financial and management reporting purposes.

### Life Calling and Purpose

The unit assists students to develop practical tools for decision-making in vocational contexts, to evaluate their foundational values, consider their unique talents and to craft a personal sense of mission.

## SECOND SEMESTER

### Introduction to Business Law

This unit addresses basic legal knowledge and related problem-solving skills related to business management.

### Human Resource Management

The unit focuses on developing a sound theoretical and practical knowledge of the key concepts and debates in human resource management, and understanding the key HRM functions and operations, and their relevance to organisational plans and problems.

### Marketing Management

This unit examines how organisations use marketing decisions to satisfy customer needs and deliver value. Particular emphasis is placed on digital marketing, ethics and social responsibility.

### Reading and Applying the Christian Story

This unit aims to provide students with the tools necessary for a responsible and critically informed engagement with the whole of the Christian Scriptures. The Bible remains a seminal text within Western culture, providing a resource for profound ethical and spiritual insight.

## THIRD SEMESTER

### Management of Small to Medium Enterprises (SMEs)

The unit explores the management of an SME covering aspects of business initiation, but mostly addresses the strategic, marketing, financial, organisational and operational aspects through the development of a business plan.

### Business Information Systems (BIS)

The unit explains how technology is used to develop BIS that effectively support, enable and add value to business processes. An understanding of BIS is important to the work of managers because it serves as a bridge between management and operation.

### Business Finance

This unit introduces students to the principles and basic analytical techniques of business financial management and planning. The focus of the unit is on the concepts and techniques required to make sound business financial decisions, balancing micro- and macro-financial considerations to develop a balanced perspective on risk and opportunity.

## FOURTH SEMESTER

### Family Business Management

The unit will explore the unique attributes and issues found in family owned and managed companies. The strategic, managerial, financial and behavioural aspects in these firms are also analysed.

### Cross-Cultural Management

This unit introduces students to the study of management in an international context. It will extend and integrate the basic concepts of management and how they are affected by differences across cultures.

### Project Management

The unit addresses project management approaches, processes and tools for succeeding in the workplace. It offers a strategic view, as well as practical tools to better manage projects. Throughout, the emphasis is on taking a managerial view of the situation and implementing tools to support decision making.

## FIFTH SEMESTER

### Entrepreneurship and New Venture Creation

This unit aims to provide students with an understanding of the nature of enterprise and entrepreneurship, and the role of the entrepreneur and innovation in the entrepreneurial process. While small business and life style businesses are discussed, the focus is on the development of growth-oriented businesses, whether for-profit or

not-for-profit.

### Supply Chain and Operations Management

This unit aims to provide an overview of supply chain management in a business context. Logistics is the business function responsible for all aspects of the movement and storage of physical resources (what is generally referred to as 'the supply chain') from suppliers to final customers.

### Industry & Work Placement

This unit enables students to carry out an industry or work placement throughout the semester to enhance their overall understanding of the realities of business and management practices in organisational settings. This core unit is designed to facilitate the transition from the college to the workplace through a placement.

## SIXTH SEMESTER

### Social Entrepreneurship

The unit is directed towards students who will innovate and create social enterprise, and students who will do business with social businesses, consult to them, for example, on funding, banking, outsourcing, etc.

### International Business & Trade

This unit addresses key global business environmental factors and issues that affect firms with international operations.

### Strategic Management

This capstone unit provides an opportunity for students to capitalise on their prior learning in the course through discussion and analysis of the elements of organisational strategy, and the ways in which strategy reflects the values, operations, planning and management of an organisation and the interests of its stakeholders.

## ELECTIVES

- Financial Accounting
- Management Accounting
- Accounting for Decision Making
- Business Data Analysis
- Company Law
- Marketing Communications
- Marketing Research
- Services Marketing
- Employment Relations
- Performance Management
- Organisational Behaviour



## How To Apply



### Check the application guide

We want to make this process as easy as possible, so all the information on how to apply can be found at:

[excelsia.edu.au/application-guide](https://excelsia.edu.au/application-guide)



### Gather documents

Certified documentation is necessary to complete an application and secure your place.

You will need to provide:

- Proof of citizenship: passport, birth certificate or citizenship certificate.
- Documentary evidence/transcript showing successful completion of last year of High School education (NSW HSC equivalent).
- For International Students – official results of English proficiency equivalent to overall minimum score of 6.0 in the IELTS Academic Test with no band score under 6.0.



### Apply

Applications can be made directly online at [excelsia.edu.au/apply](https://excelsia.edu.au/apply)

## Contact Us

For more information about admission requirements, course suitability and career pathways please contact us using the email or phone number below:

**INFO@EXCELSIA.EDU.AU**

**+61 2 9819 8888**

[excelsia.edu.au](https://excelsia.edu.au)



**69-71 WATERLOO ROAD  
MACQUARIE PARK  
SYDNEY**

ABN 50 360 319 774 CRICOS CODE 02664K