BACHELOR OF BUSINESS

CRICOS Course Code: 0100538

PERTH | ADELAIDE



Stanley College

Majors

- ✓ Accounting
- ✓ Management
- ✓ Digital Marketing
- ✓ Hospitality & Events Management

Why Choose This Course?

Up to 1.5 years Advanced Standing with a pathway package program

A strong focus on the skills required for the global business environment

Work-Integrated Learning activities throughout the course

Internship to consolidate learning in the 3rd year

FEE-HELP available for eligible Domestic students

FEE-HELP Available

The Stanley College Business degree is known for its high standards and practical approach to learning, a key component of the lat ter being a Work-Integrated Learning placement, where students get an opportunity to work in a business or other organisation. The Stanley approach to business education is one that aims to best prepare students for their future business careers.

Course Intake Dates	2026 - 9 March, 24 August, 23 November 2027 - 8 March, 23 August, 22 November
Campus	Perth & Adelaide
Tuition Fee	**Domestic Student** AUD $5,200 per Semester AUD $10,400 per year (Total=$31,200#^) **International Student** AUD $8,250 per Semester AUD $16,500 per year (Total=$49,500^)
Course Duration	3 years full time
Delivery Mode	Face to Face Delivery (onshore) Work-Integrated Learning
Academic Entry Requirement	Satisfactory completion of at least six months consecutive study, or equivalent, at any Australian university or other registered Institute of Higher Education, or, Completion of an Australian Year 12 Certificate or equivalent, or, Completion of a vocational course at AQF Certificate IV or equivalent, or, Work and life experience
English Entry Requirement	IELTS 6.0 with no individual band score less than 5.5 (for international students only).

To be read in conjunction with further course information available on the Stanley College website - Please visit - www.stanleycollege.edu.au
#FEE-HELP available for eligible Domestic students.
^Tuition fees and other charges are set each year and will apply at the time that a Letter of Offer is issued, and are subject to annual review.

Bachelor of Business

Year 1 Semester 1

BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
BUS103 Management Fundamentals
BUS104 Digital Media for Business

Year 1 Semester 2

BUS105 Business Information Systems
BUS106 Accounting Fundamentals
BUS107 Economic Principles
BUS108 Fundamentals of Entrepreneurship

Year 2 Semester 1

BUS109 Human Resource Management
BUS201 Organisational Behaviour
BUS203 Business Law
BUS204 Consumer Behaviour

Year 2 Semester 2

BUS205 Business and Society
BUS206 Business Ethics and Governance
BUS207 Business Finance
BUS208 Business Analytics

Year 3 Semester 1

BUS301 Leadership
BUS302 International Business
BUS303 Business Practicum
BUS304 Project Management

Year 3 Semester 2

BUS305 Change Management
BUS306 Applied Business Project
BUS307 Strategic Thinking
BUS308 Business Research Fundamentals

BACHELOR OF BUSINESS: MAJORS

ACCOUNTING

Graduate as a qualified accountant able to pursue a career in a wide range of organisations and industries such as public and private practise, small business, financial institutions, and government. A growing profession with plenty of opportunities.

CAREER OUTCOME

- Accountant (General)
- Management Accountant
- Taxation Accountant
- Accounts Officer
- Financial Accountant
- Project Manager
- Operations Manager
- Account Manager
- Business Manager
- Administration Manager
- Finance Manager

ACCREDITED BY

CPA AUSTRALIA

CHARTERED ACCOUNTANTS AUSTRALIA + NEW ZEALAND

Year 1 Semester 1
BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
BUS103 Management Fundamentals
BUS104 Digital Media for Business

Year 1 Semester 2
BUS105 Business Information Systems
*BUS106 Accounting Fundamentals
BUS107 Economic Principles
BUS108 Fundamentals of Entrepreneurship

Year 2 Semester 1
*BUS209 Management Accounting
*BUS210 Accounting Information Systems
BUS203 Business Law
*BUS211 Financial Accounting

Year 2 Semester 2
BUS205 Business and Society
BUS206 Business Ethics and Governance
*BUS207 Business Finance
BUS208 Business Analytics

Year 3 Semester 1
BUS302 International Business
BUS303 Business Practicum
BUS312 Company Law
*BUS309 Audit and Assurance

Year 3 Semester 2
BUS306 Applied Business Project
BUS308 Business Research Fundamentals
*BUS310 Taxation
*BUS311 Contemporary Issues in Accounting

* Core units

MANAGEMENT

Tackling complex and conflicting issues, drive effective change in diverse environments, and inspire high-performing teams.

CAREER OUTCOME

- Project Manager
- Customer Service Manager
- Office Manager
- Business Analyst
- Human Resource Adviser
- Management Consultant
- Organisation and Methods Analyst

Year 1 Semester 1
BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
*BUS103 Management Fundamentals
BUS104 Digital Media for Business

Year 1 Semester 2
BUS105 Business Information Systems
BUS106 Accounting Fundamentals
BUS107 Economic Principles
BUS108 Fundamentals of Entrepreneurship

Year 2 Semester 1
*BUS109 Human Resource Management
*BUS201 Organisational Behaviour
BUS203 Business Law
BUS204 Consumer Behaviour

Year 2 Semester 2
*BUS205 Business and Society
BUS206 Business Ethics and Governance
BUS207 Business Finance
BUS208 Business Analytics

Year 3 Semester 1
*BUS301 Leadership
BUS302 International Business
BUS303 Business Practicum
*BUS304 Project Management

Year 3 Semester 2
*BUS305 Change Management
BUS306 Applied Business Project
*BUS307 Strategic Thinking
BUS308 Business Research Fundamentals

* Core units

DIGITAL MARKETING

Develop essential skills in one of the most exciting, growing fields, helping businesses with customers online, use data to create targeted campaigns and stay ahead of marketing trends. With thousands of jobs on offer each day, now is the perfect time to get a qualification in this major.

CAREER OUTCOME

- Social media manager
- Digital marketing specialist
- Content manager and content strategists
- Email marketing specialist
- Marketing Specialist
- Public Relations Professional

Year 1 Semester 1
BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
BUS103 Management Fundamentals
*BUS104 Digital Media for Business

Year 1 Semester 2
BUS105 Business Information Systems
BUS106 Accounting Fundamentals
BUS107 Economic Principles
*DMM101 Introduction to Digital Marketing

Year 2 Semester 1
BUS109 Human Resource Management
BUS201 Organisational Behaviour
*DMM201 Emerging Trends and Innovation in Digital Marketing
*DMM202 Market Research and Digital Analytics

Year 2 Semester 2
*DMM203 Strategies in Digital Advertising
*DMM211 Media and User Experience Design
BUS207 Business Finance
BUS208 Business Analytics

Year 3 Semester 1
*DMM301 Public Relations in the Digital Age
BUS302 International Business
BUS303 Business Practicum
BUS304 Project Management

Year 3 Semester 2
*DMM302 Inbound Marketing
BUS306 Applied Business Project
BUS307 Strategic Thinking
BUS308 Business Research Fundamentals

* Core units

HOSPITALITY & EVENTS MANAGEMENT

Provides a comprehensive overview from marketing and entrepreneurship to venue planning and innovation. In this major you will gain the knowledge and skills you need to become a Food and Beverage Manager, Area Manager or Operations Manager in the tourism or hospitality industry.

CAREER OUTCOME

- Area Manager or Operations Manager
- Functions manager
- Conference and Events Manager
- Cafe Owner or Manager
- Food and Beverage Manager
- Accommodation and Hospitality Managers
- Cafe or Restaurant Manager
- Conference and Event Organiser
- Hotel or Motel Manager

Year 1 Semester 1
BUS101 Academic and Business Communication Skills
BUS102 Marketing Principles
BUS103 Management Fundamentals
*HEM111 Introduction to Hospitality and Event Management

Year 1 Semester 2
BUS105 Business Information Systems
BUS106 Accounting Fundamentals
BUS107 Economic Principles
BUS108 Fundamentals of Entrepreneurship

Year 2 Semester 1
BUS109 Human Resource Management
*HEM211 Food and Beverage Management
BUS203 Business Law
*HEM212 Rooms - Division Yield Management

Year 2 Semester 2
BUS205 Business and Society
BUS206 Business Ethics and Governance
*HEM213 Event Operations Management
*HEM214 Leading & Communicating in Hospitality and Event Management

Year 3 Semester 1
BUS301 Leadership
*HEM304 International Resort & Wellness Management
BUS303 Business Practicum
*HEM311 Sustainability in Hospitality and Event Management

Year 3 Semester 2
*HEM313 Event Policy, Planning and Risk Management
BUS306 Applied Business Project
BUS307 Strategic Thinking
BUS305 Change Management

* Core units