

BACHELOR OF COMMUNICATION/BACHELOR OF BUSINESS (1819)

Approved Abbreviation: BComm/BBus
Western Sydney University Program Code: 1819
AQF Level: 7

CRICOS Code: 089211J

This program applies to students who commenced in 2018 or later.

Students should follow the program structure for the session start date relevant to the year they commenced.

For Commencement Year 2017 - please refer to: 1819.2
 Bachelor of Communication/Bachelor of Business (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1819.2>)

For Commencement Year 2016 - please refer to: 1819.1
 Bachelor of Communication/Bachelor of Business (<http://handbook.westernsydney.edu.au/hbook/course.aspx?course=1819.1>)

The Bachelor of Communication / Bachelor of Business encompasses a range of studies in the fields of communication, media and business including specialised studies in the major fields of Advertising or Public Relations, combined with the business disciplines of Applied Finance, Economics, Hospitality Management, Human Resource Management, International Business, Management, Marketing, or Sport Management. Teaching includes both theory and practice with reference to real world contexts highlighting future career opportunities in a convergent digital media and business world, including a good understanding of basic business issues complemented by a high level of knowledge relevant to the specific discipline. Through classwork, independent study and engagement with the multicultural nature of our communities, students develop an understanding of the local and international relevance of their chosen studies, with opportunities to develop and produce a range of media outcomes as applied research and professional projects throughout their studies. Students complete a capstone subject in engaged learning that equips them as 'business ready' in terms of dealing with real world business issues and problems and generating real world business solutions. Through self-directed, team-based and problem-based learning strategies requiring active participation in the community and professional contexts, graduates learn to reflect and value ethical and intellectual conduct as well as respect for diversity and social justice principles.

- Director of Academic Program - Jacki Montgomery

Study Mode

Four years full-time or eight years part-time. Students may be required to travel between campuses in order to complete their subjects, Business subjects may, on occasion, only be available on Parramatta - Macquarie Street campus.

Program Advice

Dr Myra Gurney (<https://directory.westernsydney.edu.au/search/email/enquiriesHCA@westernsydney.edu.au>)

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/>

[future/](https://www.westernsydney.edu.au/international/home/apply/admissions/)) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

Location

Campus	Attendance	Mode	Advice
Parramatta Campus - Victoria Road	Full Time	Internal	See above
Parramatta Campus - Victoria Road	Part Time	Internal	See above

Accreditation

The Applied Finance, Testamur Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/applied-finance-ug-testamur-major/>) satisfies the educational requirements for membership of the Financial Services Institute of Australasia (Finsia). The Human Resource Management, Testamur Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/human-resource-management-ug-testamur-major/>) is accredited with the Australian Human Resources Institute (AHRI). The Marketing, Testamur Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/marketing-ug-testamur-major/>) satisfies the educational requirements for recognition as a Certified Practising Marketer and eligibility for membership of the Australian Marketing Institute (AMI). The Bachelor of Communication is accredited by professional organisations including the Public Relations Institute of Australia (PRIA); and the Media Federation of Australia (MFA).

Association to Advance Collegiate Schools of Business (AACSB)

The business component of this program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Work Integrated Learning

Western Sydney University seeks to enhance student learning experiences by enabling students to engage in the culture, expectations and practices of their profession or discipline. This program includes a placement or other community-based unpaid practical experience.

There is a mandatory work component required for completion of this program. Please contact the Program Advisor listed above for information.

International students should also refer to the link below for more information and a link to the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

Work Integrated Learning (WIL) for international students (https://www.westernsydney.edu.au/currentstudents/current_students/services_and_facilities/international_student_support/working_in_australia/work_integrated_learning/)

Admission

Students are admitted on the basis of their ATAR score, Year 12 HSC (or equivalent); or completed a Diploma of Business at Western Sydney University, The College; or completed a relevant TAFE award.

Eligibility for admission to the Bachelor of Communication/Bachelor of Business is based on the following minimum requirements:

Assumed Knowledge: Mathematics and any two units of English. Students unable to demonstrate sufficient levels of achievement in mathematics will be required to take an additional subject to increase their mathematical aptitude.

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

<http://www.uac.edu.au/>
<https://westernsydney.uac.edu.au/ws/>

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

International students currently completing an Australian Year 12 in or outside Australia, an International Baccalaureate in Australia or a New Zealand National Certificate of Educational Achievement (NCEA) level 3 must apply via UAC International.

<http://www.uac.edu.au/>

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<http://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

Program Structure

Qualification for this award requires the successful completion of 320 credit points as prescribed in the structure below. Students who complete this award will graduate with a Bachelor of Communication and a Bachelor of Business, with the major from the Bachelor of Business component of the program noted on their testamur.

Students will complete 160 credit points of Bachelor of Communication subjects and 160 credit points of Bachelor of Business subjects as outlined below.

Communication Component

80 credit points Advertising or Public Relations Major

Advertising, Major (0159) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/advertising-major/>)

Public Relations, Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/public-relations-major/>)

And 80 credit points of Core subjects

Subject	Title	Credit Points
MKTG 1001	Advertising: An Introduction	10
COMM 3008	Communication Research Project	10
COMM 1012	Data, Mediation, Power	10
COMM 1020	Media Cultures and Industries	10
COMM 2024	Media Law and Ethics	10
MKTG 1009	Public Relations Theory and Practice	10
DESN 1018	Visual Storytelling	10

COMM 1032	Writing Ecologies	10
Total Credit Points		80

Business Component

Core subjects (compulsory 40 credit points)

The four compulsory core subjects that provide students with essential business knowledge are as follows.

Subject	Title	Credit Points
LAWS 1001	Enterprise Law	10
BUSM 1010	Financing Enterprises	10
BUSM 1006	Enterprise Innovation and Markets	10
BUSM 1008	Enterprise Leadership	10
Total Credit Points		40

Professional subjects (choose 40 credit points)

The professional core provides a focus on careers. Students are required to complete one subject from each of the four key focus areas: numeracy, career planning, innovation, and enterprise engagement, a total of 40 credit points. Students are advised to choose subjects that will support careers in one of three areas: Money (for majors in Applied Finance, Economics), Markets (for majors in Hospitality Management, International Business, Marketing, and Sport Management), Management (for majors in Human Resource Management and Management). The professional subjects that are recommended for each of the Bachelor of Business testamur majors are specified in the majors.

Majors (choose 80 credit points from one primary Business major)

Majors for Careers in Money

Applied Finance, Testamur Major (T038) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/applied-finance-ug-testamur-major/>)

Economics, Testamur Major (T039) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/economics-ug-testamur-major/>)

Majors for Careers in Markets

Hospitality Management

International Business, Testamur Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/international-business-ug-testamur-major/>)

Marketing, Testamur Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/marketing-ug-testamur-major/>)

Sport Management, Testamur Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/sport-management-ug-testamur-major/>)

Majors for Careers in Management

Human Resource Management, Testamur Major (T041) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/human-resource-management-ug-testamur-major/>)

Management, Testamur Major (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/management-ug-pg-testamur-major/>)

Majors for Careers in Business Analytics

Business Analytics, Testamur Major (T130) (<https://hbook.westernsydney.edu.au/archives/2021-2022/majors-minors/business-analytics-ug-testamur-major/>)

Replaced Majors

The majors listed below count towards completion of this program for students who began studying these majors prior to the years indicated below.

MT2035 Hospitality Management, Testamur Major (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=MT2035.1>), discontinued in 2020.

MT2027 Marketing, Testamur Major (<http://handbook.westernsydney.edu.au/hbook/specialisation.aspx?unitset=M1054.1>), replaced by Marketing, Testamur Major in 2021 (listed above).

Recommended Sequence

Course	Title	Credit Points
Year 1		
Autumn session		
COMM 1032	Writing Ecologies	10
MKTG 1009	Public Relations Theory and Practice	10
Select BBus Core subject 1		10
Select BBus Core subject 2		10
Credit Points		40
Spring session		
COMM 1012	Data, Mediation, Power	10
MKTG 1001	Advertising: An Introduction	10
Select BBus Core subject 3		10
Select BBus Core subject 4		10
Credit Points		40
Year 2		
Autumn session		
COMM 1020	Media Cultures and Industries	10
COMM 2024	Media Law and Ethics	10
Select BBus Professional subject 1		10
Select BBus Major subject 1		10
Credit Points		40
Spring session		
COMM 2001	Account and Client Management	10
DESN 1018	Visual Storytelling	10
Select BBus Professional subject 2		10
Select BBus Major subject 2		10
Credit Points		40
Year 3		
Autumn session		
COMM 2011	Communication Strategies	10
Select one of the following:		10
COMM 2006	Advertising: Media	
COMM 2015	Events Management	
Select BBus Major subject 3		10
Select BBus Major subject 4		10
Credit Points		40
Spring session		
COMM 3045	Advertising: Campaigns	10
Select one of the following:		10
MKTG 2001	Advertising: Creative	

MKTG 2005	Issues, Risk and Crisis Communication	
Select BBus Major subject 5		10
Select BBus Major subject 6		10
Credit Points		40
Year 4		
Autumn session		
COMM 3014	Digital Communication	20
COMM 3008	Communication Research Project	10
Select BBus Major subject 7		10
Credit Points		40
Spring session		
COMM 3018	Internship	10
Select BBus Professional subject 3		10
Select BBus Professional subject 4		10
Select BBus Major subject 8		10
Credit Points		40
Total Credit Points		320

Replaced Unit

The unit listed below count towards completion of this course for students who passed this unit in 2019 or earlier.

COMM 3007 Communication Campaigns, replaced by COMM 3045 (<https://hbook.westernsydney.edu.au/archives/2021-2022/subject-details/comm3045/>) Advertising: Campaigns.