

# 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, Journalism or Public Relations, combined with the business disciplines of Applied Finance, Economics, Human Resource Management, International Business, Management, Marketing, Sport Management or Business Analytics. 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 unit 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 - Dr Nicole Bridges

## 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

[enquiriesHCA@westernsydney.edu.au](mailto: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/>) | 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/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/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/majors-minors/marketing-ug-testamur-major/>) satisfies the requirements of accreditation of Marketing subjects in accordance with the Australian Marketing Institute's Accreditation and Endorsement Program. On completion of an AMI Accredited program graduates are eligible for special graduate membership rates and credit towards becoming a Certified Practising Marketer (CPM) in a shorter duration of time. Specifically, graduates are eligible to apply for a reduction off the minimum five (5) years industry experience required before becoming a CPM.

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/](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 2023

If you commenced in 2024 or later please refer to the Structure 2024 tab for details.

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/majors-minors/advertising-major/>)

Public Relations, Major (0160) (<https://hbook.westernsydney.edu.au/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        |
| INFO 1004                  | Data Analysis and Storytelling       | 10        |
| COMM 1044                  | Professional Communication           | 10        |
| <b>Total Credit Points</b> |                                      | <b>80</b> |

### 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            |
| <b>Total Credit Points</b> |                                   | <b>40</b>     |

#### 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/majors-minors/applied-finance-ug-testamur-major/>)

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

#### Majors for Careers in Markets

Hospitality Management

International Business, Testamur Major (T042) (<https://hbook.westernsydney.edu.au/majors-minors/international-business-ug-testamur-major/>)

Marketing, Testamur Major (T044) (<https://hbook.westernsydney.edu.au/majors-minors/marketing-ug-testamur-major/>)

Sport Management, Testamur Major (T045) (<https://hbook.westernsydney.edu.au/majors-minors/sport-management-ug-testamur-major/>)

#### Majors for Careers in Management

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

Management, Testamur Major (T043) (<https://hbook.westernsydney.edu.au/majors-minors/management-ug-pg-testamur-major/>)

### Majors for Careers in Business Analytics

Business Analytics, Testamur Major (T130) (<https://hbook.westernsydney.edu.au/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 2023

If you commenced in 2024 or later please refer to the Sequence 2024 tab for details.

| Course                             | Title                                | Credit Points |
|------------------------------------|--------------------------------------|---------------|
| <b>Year 1</b>                      |                                      |               |
| <b>Autumn session</b>              |                                      |               |
| COMM 1044                          | Professional Communication           | 10            |
| MKTG 1009                          | Public Relations Theory and Practice | 10            |
| Select BBus Core subject 1         |                                      | 10            |
| Select BBus Core subject 2         |                                      | 10            |
| <b>Credit Points</b>               |                                      | <b>40</b>     |
| <b>Spring session</b>              |                                      |               |
| COMM 1012                          | Data, Mediation, Power               | 10            |
| MKTG 1001                          | Advertising: An Introduction         | 10            |
| Select BBus Core subject 3         |                                      | 10            |
| Select BBus Core subject 4         |                                      | 10            |
| <b>Credit Points</b>               |                                      | <b>40</b>     |
| <b>Year 2</b>                      |                                      |               |
| <b>Autumn session</b>              |                                      |               |
| 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            |
| <b>Credit Points</b>               |                                      | <b>40</b>     |
| <b>Spring session</b>              |                                      |               |
| COMM 2001                          | Account and Client Management        | 10            |
| INFO 1004                          | Data Analysis and Storytelling       | 10            |
| Select BBus Professional subject 2 |                                      | 10            |
| Select BBus Major subject 2        |                                      | 10            |
| <b>Credit Points</b>               |                                      | <b>40</b>     |
| <b>Year 3</b>                      |                                      |               |
| <b>Autumn session</b>              |                                      |               |
| 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 |
| <b>Credit Points</b>        |    |
| <b>40</b>                   |    |

|                              |                                       |           |
|------------------------------|---------------------------------------|-----------|
| <b>Spring session</b>        |                                       |           |
| Select one of the following: |                                       | 10        |
| COMM 3045                    | Advertising: Campaigns                |           |
| MKTG 3018                    | Public Relations: Campaigns           |           |
| 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        |
| <b>Credit Points</b>         |                                       | <b>40</b> |

|                             |                                |           |
|-----------------------------|--------------------------------|-----------|
| <b>Year 4</b>               |                                |           |
| <b>Autumn session</b>       |                                |           |
| COMM 3014                   | Digital Communication          | 20        |
| COMM 3008                   | Communication Research Project | 10        |
| Select BBus Major subject 7 |                                | 10        |
| <b>Credit Points</b>        |                                | <b>40</b> |

|                                    |            |            |
|------------------------------------|------------|------------|
| <b>Spring session</b>              |            |            |
| COMM 3018                          | Internship | 10         |
| Select BBus Professional subject 3 |            | 10         |
| Select BBus Professional subject 4 |            | 10         |
| Select BBus Major subject 8        |            | 10         |
| <b>Credit Points</b>               |            | <b>40</b>  |
| <b>Total Credit Points</b>         |            | <b>320</b> |

### Equivalent Subjects

The subjects listed below count towards completion of the program for students who may have passed subjects in the list in 2023 or earlier.

COMM 1032 Writing Ecologies, replaced by COMM 1044 Professional Communication

The subject listed below counts towards completion of this program for students who passed this subject in 2022 or earlier.

DESN 1018 - Visual Storytelling, replaced by INFO 1004 Data Analysis and Storytelling

### Replaced Subject

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

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

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

## Communication component

160 credit points which include:

- 80 credit points of Communication core subjects
- 80 credit points Communication Major - Advertising or Public Relations

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

Public Relations, Major (0160) (<https://hbook.westernsydney.edu.au/majors-minors/public-relations-major/>)

## Business component

Core subjects (compulsory 40 credit points)

The four compulsory core subjects that provide students with essential business knowledge are:

| Subject   | Title                             | Credit Points |
|-----------|-----------------------------------|---------------|
| LAWS 1001 | Enterprise Law                    | 10            |
| BUSM 1010 | Financing Enterprises             | 10            |
| BUSM 1006 | Enterprise Innovation and Markets | 10            |
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## 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 International Business, Marketing, and Sport Management), Management (for majors in Human Resource Management and Management), Business Analytics (for majors in Business Analytics). 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/majors-minors/applied-finance-ug-testamur-major/>)

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### Majors for Careers in Markets

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Marketing, Testamur Major (T044) (<https://hbook.westernsydney.edu.au/majors-minors/marketing-ug-testamur-major/>)

Sport Management, Testamur Major (T045) (<https://hbook.westernsydney.edu.au/majors-minors/sport-management-ug-testamur-major/>)

### Majors for Careers in Management

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

Management, Testamur Major (T043) (<https://hbook.westernsydney.edu.au/majors-minors/management-ug-pg-testamur-major/>)

### Majors for Careers in Business Analytics

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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 2024

If you commenced in 2023 please refer to the Sequence 2023 tab for details.

Qualification for this award requires the successful completion of 320 credit points as prescribed in the structure below.

| Course                | Title                                     | Credit Points |
|-----------------------|---|---------------|
| <b>Year 1</b>         |   |               |
| <b>Autumn session</b> |   |               |
| COMM 1045             | Foundations of the Communication Industry | 10            |
| COMM 1020             | Media Cultures and Industries             | 10            |
|                       | Select BBus Core subject 1                | 10            |
|                       | Select BBus Core subject 2                | 10            |
|                       | <b>Credit Points</b>                      | <b>40</b>     |
| <b>Spring session</b> |   |               |
| INFO 1004             | Data Analysis and Storytelling            | 10            |
|                       | Select one Communication Major subject    | 10            |
|                       | Select BBus Core subject 3                | 10            |
|                       | Select BBus Core subject 4                | 10            |
|                       | <b>Credit Points</b>                      | <b>40</b>     |
| <b>Year 2</b>         |   |               |
| <b>Autumn session</b> |   |               |
| COMM 1044             | Professional Communication                | 10            |
| COMM 1012             | Data, Mediation, Power                    | 10            |
|                       | Select BBus Professional subject 1        | 10            |
|                       | Select BBus Major subject 1               | 10            |
|                       | <b>Credit Points</b>                      | <b>40</b>     |
| <b>Spring session</b> |   |               |
|                       | Select two Communication Major subjects   | 20            |
|                       | Select BBus Professional subject 2        | 10            |
|                       | Select BBus Major subject 2               | 10            |
|                       | <b>Credit Points</b>                      | <b>40</b>     |
| <b>Year 3</b>         |   |               |
| <b>Autumn session</b> |   |               |
| COMM 2024             | Media Law and Ethics                      | 10            |

|   |            |
|---|------------|
| Select one Communication Major subject  | 10         |
| Select BBus Major subject 3             | 10         |
| Select BBus Major subject 4             | 10         |
| <b>Credit Points</b>                    | <b>40</b>  |
| <b>Spring session</b>                   |            |
| COMM 3052 Writing for our Digital Lives | 10         |
| Select one Communication Major subject  | 10         |
| Select BBus Major subject 5             | 10         |
| Select BBus Major subject 6             | 10         |
| <b>Credit Points</b>                    | <b>40</b>  |
| <b>Year 4</b>                           |            |
| <b>Autumn session</b>                   |            |
| COMM 3053 Industry Research Project     | 10         |
| Select one Communication Major subject  | 10         |
| Select BBus Professional subject 3      | 10         |
| Select BBus Major subject 7             | 10         |
| <b>Credit Points</b>                    | <b>40</b>  |
| <b>Spring session</b>                   |            |
| Select two Communication Major subject  | 20         |
| Select BBus Professional subject 4      | 10         |
| Select BBus Major subject 8             | 10         |
| <b>Credit Points</b>                    | <b>40</b>  |
| <b>Total Credit Points</b>              | <b>320</b> |