



Bachelor of Business

Gain knowledge and skills in applying emerging technologies to advance your career in business.





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Get started with Astra.
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CRICOS Code: 04231H
TEQSA Provider ID: PRV 14367
Provider Category: Institute of Higher Education

BACHELOR OF BUSINESS

Our flagship Bachelor of Business course is one step ahead of the digital curve, anticipating the needs of learners who must perform and deliver results in a rapidly evolving world.



Business embraces technology at ASTRA. Our Institute integrates world trends and technologies into key fields of study relating to Business, bringing emerging developments in artificial intelligence, machine learning, virtual reality and augmented reality into the business context.

Craig Ellis PhD
Dean, Astra Institute of Higher Education



BACHELOR OF BUSINESS

The Bachelor of Business program provides comprehensive understanding and know-how across traditional business disciplines including leadership, management, marketing, finance, economics and accounting.

Unlike traditional business courses, however, the ASTRA Bachelor of Business also delivers intensive instruction and experience in the application of technologies and data analytics, offering students practical pathways to becoming both business ready and technologically-minded in terms of applications.

As a Bachelor of Business graduate, you will be equipped with effective cognitive, judgement and decision-making skills, the ability to communicate effectively with peers and stakeholders, and an awareness of standards in personal and professional responsibility towards your organisation.

Insight into advanced strategic and project management tools and techniques, as well as further inspiration and innovation around leading teams and organisations, complete the full curriculum scope.

ACCREDITATION

Accreditation is part of ASTRA's commitment to delivering quality, consistency and credibility across our offerings, and an assurance that learners can have every confidence in their engagement with us ongoing.

Our degree program is accredited by Australia's Tertiary Education Quality and Standards Agency (TEQSA) and fully aligned with the Australian Qualifications Framework (AQF).

What's more, thanks to a collaborative partnership with the Institute of Managers and Leaders (IML) and the UK's Chartered Management Institute (CMI), every graduate will have the opportunity to benefit from an additional, internationally recognised qualification in management and leadership. Students will become IML affiliates at no extra cost and, as well as the certification itself, enjoy access to a suite of valuable resources including mentoring, industry engagement, weekly webinars, and career development programs.

OUR PARTNERS

For those deep diving into business and brand building technologies, ASTRA is also a corporate member of the world's largest and most highly regarded Virtual Reality and Augmented Reality Association.



BACHELOR OF BUSINESS

ADMISSION REQUIREMENTS

Applicants must have successfully completed:

- Year 12 in Australia with a minimum ATAR (or equivalent) of 65; OR
- the equivalent to an Australian Year 12 at a recognised overseas institution with an equivalent minimum ATAR of 65; OR
- a Certificate IV (AQF 4) or higher awarded by a recognised higher education/vocational institution; OR
- a General Certificate of Education Advanced Level (GCE A) with three or more C Grades; OR
- a Global Assessment Certificate with an average Grade of 65% or higher; OR
- an International Baccalaureate.

English language requirements for Bachelor of Business entry:

- IELTS Academic: overall band score of 6.0 or better with no band below 5.5; OR
- IBT (Internet-based TOEFL): overall score of 75 with a writing section minimum of 17; OR
- Cambridge Certificate of Proficiency in English (CPE): Grades A, B, C and C1; OR
- Cambridge Certificate of Advanced English (CAE): total score of 52 or over; OR
- English for Academic Purposes (EAP 2): Grade A or Grade B; OR
- PTE Academic Module with score over 51; OR
- Certificate IV in ESL.

The English language qualification must be less than 2 years old.

Applicants who have lived in an English-speaking country and do not automatically meet the above English language proficiency requirements are considered on a case-by-case basis. Applicants who do not meet the Institute's English proficiency requirements can be made a conditional offer, with a requirement to complete an approved intensive English language course prior to commencing their course.

CREDIT FOR PRIOR LEARNING

Granting credit for prior learning ensures that students commence study at a level that appropriately recognises their prior learning experiences, be they formal or informal, and are not required to repeat equivalent learning successfully undertaken in another context.

The recognition of professional work experience acknowledges that informal learning affords students opportunities to have gained the necessary professional knowledge, skills, and attitude to personal development to succeed in formal learning.

ASTRA is committed to develop open and accessible guidelines to grant credit towards a course of study based on prior learning, whether from formal studies or informal learning and professional work experience. Based on your prior learning and/or experience, you may be eligible for credit for prior learning.

To check if you are eligible for credit for prior learning please refer to the Credit for Prior Learning Policy and Procedure available from www.astra.edu.au/aboutus/policies/.

It is advisable to apply for credit for prior learning at the same time as you apply for admission.





BACHELOR OF BUSINESS

Course Details (Domestic)

Name of Award	Bachelor of Business (BBus)
AQF Level	7
Study Modes	On-campus
Location	Sydney
Start Dates	January, May, September
Duration	3-years full-time equivalent; 6-years part-time equivalent
Units	23, including one double-unit
Fees	\$52,800

Course Details (International)

CRICOS Code	115321E
Study Modes	On-campus
Location	Sydney
Duration	3-years full-time equivalent
Fees	\$63,360

WHAT WILL YOU STUDY?

Business plays a part in most every aspect of your everyday personal and professional life. Studying business will give you an understanding of how organisations work and their role in driving societal change. Whether you aspire to be your own boss or work for a company, government or non-government agency, a business degree offers you an abundance of career options. The choice is yours.

The ASTRA Bachelor of Business has been designed as a comprehensive academic program that will provide you with foundation knowledge in the traditional business disciplines of leadership, management, marketing, finance, economics, and accounting. Unlike traditional business courses, the Bachelor of Business additionally will provide you with intensive instruction and practical experience in the application of technologies and data analytics.

When you study the ASTRA Bachelor of Business you will gain current and future-focused business knowledge and skills to achieve your personal objectives and meet the challenges of your future careers.

As a graduate of the ASTRA Bachelor of Business, you will be equipped with communication, critical thinking, and ethical decision-making skills. You will emerge from the degree with an awareness of standards in personal and professional responsibility, and as a self-motivated learner with a passion for continuous self-improvement – transferable skills that are valued by all employers.

BACHELOR OF BUSINESS

MAJOR IN CYBER SECURITY

with a Bachelor of Business

This qualification offers the chance to step into one of the world's most innovative and rapidly growing industries. This degree covers the key aspects of business management; equipping you with the knowledge and expertise you need across business, people management, finance and marketing. With an education at ASTRA, these skills alone would set you apart to future employers, but we're not done there. With the addition of cyber security foundations, governance and ethics, analytics and forensics, you will graduate with a comprehensive knowledge of cyber security and a strong understanding of business fundamentals.

Your final trimester comprises a double-unit capstone subject, where you can choose to explore an area of cyber security that aligns with your interests, utilising the skills gained from your degree to implement innovative solutions and strategies in a real-world setting. This hands-on experience ensures that you graduate not only with theoretical knowledge but also practical expertise, positioning you as a confident and capable leader in the industry.

Completing your ASTRA degree with a major in cyber security could see you working in a variety of careers, such as Cyber Security Analyst, Security Architect, Compliance Officer, Security Officer, or Chief Information Security Officer. ASTRA graduates are versatile, well-equipped, and ready to hit the ground running, inspiring the business leaders of tomorrow with an education like no other.

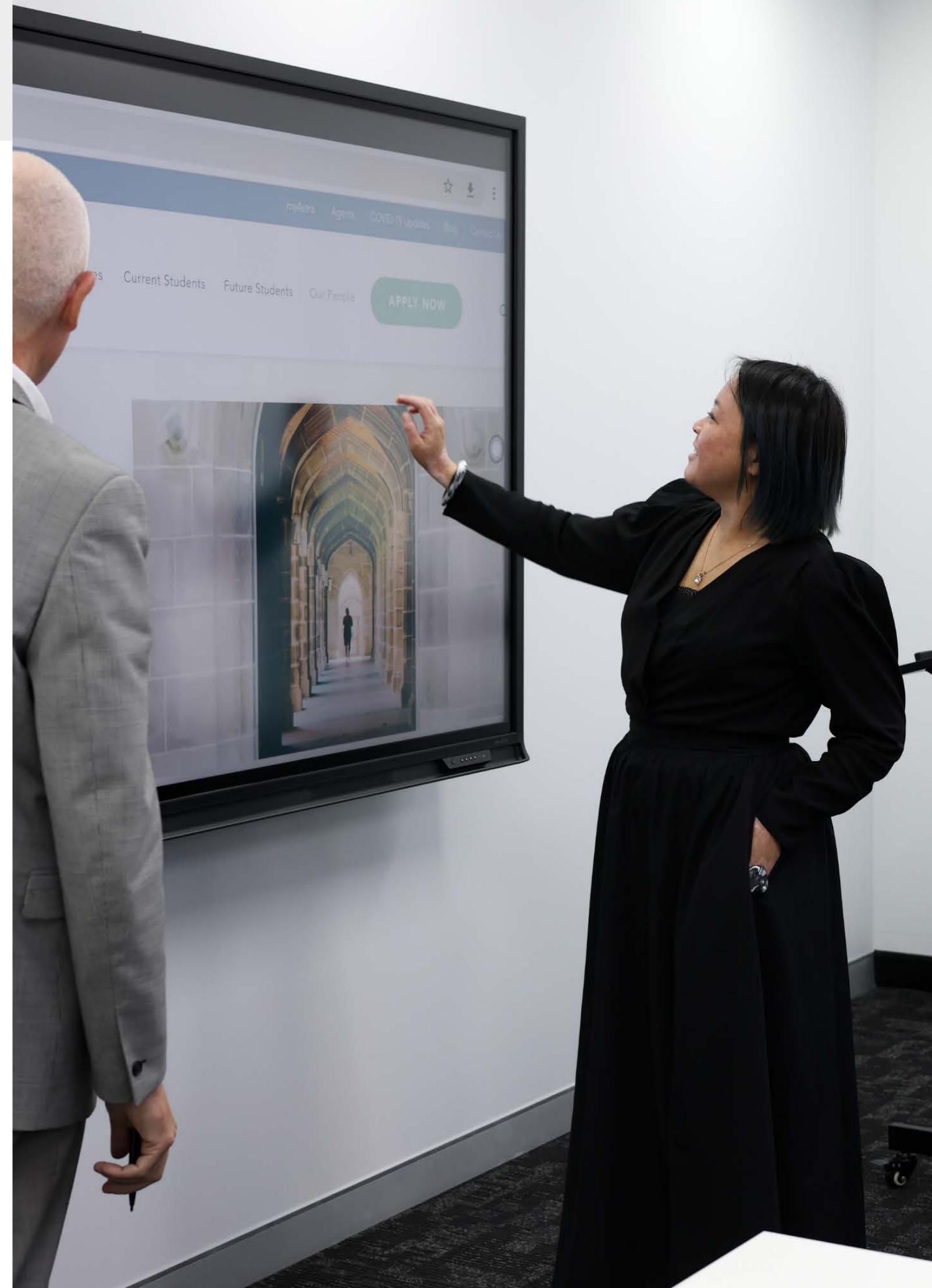
MAJOR IN HOSPITALITY

with a Bachelor of Business

This versatile qualification unlocks the door to join one of the biggest industries globally, with a futureproofed skill set designed for success. The core of your degree will be in business management, equipping you with specialised knowledge of the business landscape, managing people, finance, and marketing. With the addition of advanced hospitality specialisations in event management, communications, leadership, and food & beverage management, you will be equipped to proactively enter the workforce with comprehensive knowledge ready to thrive in hospitality and hotel management.

Your final trimester comprises a double-unit capstone subject, where you can choose to explore an area of hotel management that aligns with your interests, utilising the skills gained from your degree to implement innovative solutions and strategies in a real-world setting. This hands-on experience ensures that you graduate not only with theoretical knowledge but also practical expertise, positioning you as a confident and capable leader in the industry.

Completing your ASTRA degree with a major in Hotel Management could see you working in a variety of careers, such as Hotel Manager, Restaurant Manager, Event Manager, Business Development, Tourism, or even starting your own business. ASTRA graduates are versatile, well-equipped, and ready to hit the ground running, inspiring the business leaders of tomorrow with an education like no other.



Learning Designed for a Changing World.

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