

# BAE19 Bachelor of Applied Entrepreneurship

The Bachelor of Applied Entrepreneurship is an award taught by Ducere Global Business School. It is 2 years in duration for a full-time student, or 3 years in duration for a part-time student. Each year consists of four Study Periods, also known as Terms.

**Core subjects** - compulsory subjects that you must complete

**Elective subjects** - subjects you must choose from the Elective Bank below



This course comprises **24 subjects** that you are required to complete: **18 core subjects** and **6 elective subjects**.

The course contains 3 subject levels - Level 100, 200 and 300, guiding you from foundational through to more complex subjects.

- **Level 100:** 6 core subjects
- **Level 200:** 8 core subjects
- **Level 300:** 4 core subjects

You must select **6 electives** from the Elective Bank below - **2** from Level 100, and **4** from Level 300.

**Pre-requisite subject** - a subject you must complete before undertaking another subject.

**How to read the below Suggested Study Pattern** (as a full-time Student):

**12 subjects per year** make up a full time study load, taking 3 subjects in each of the four Study Periods (Terms).

As an example: Following the below pattern, the subjects in your first year would be:

**Your first Study Period:** ABS101, ABS102 and ABS103 (3 subjects)

**Your second Study Period:** ABS104, ABS105 and ABS106 (3 subjects)

**Your third Study Period:** 2 x level-100 electives and ABS202 (3 subjects)

**Your fourth Study Period:** ABS203, ABS204 and ABS207 (3 subjects)

**Studying Part-Time?** You would still follow the below sequence from top to bottom, but with fewer subjects per Study Period. Any questions? Contact the Learning Experience Team - [basupport@ducere.edu.au](mailto:basupport@ducere.edu.au)

## SUGGESTED STUDY PATTERN

Year	Level	Subject Type	Subject	Pre-requisite	Completed	
YEAR 1	<b>Study Period 1</b>					
	100	Core	ABS101	Fundamentals of Management	-	<input type="checkbox"/>
	100	Core	ABS102	Fundamentals of Marketing	-	<input type="checkbox"/>
	100	Core	ABS103	Fundamentals of Entrepreneurship	-	<input type="checkbox"/>
	<b>Study Period 2</b>					
	100	Core	ABS104	Fundamentals of Project Management	-	<input type="checkbox"/>
	100	Core	ABS105	Fundamentals of Leadership	-	<input type="checkbox"/>
	100	Core	ABS106	Business Model Analysis	-	<input type="checkbox"/>
	<b>Study Period 3</b>					
	100	Elective	Elective 1	Choose a <b>level 100</b> elective subject from the Elective Bank	As per subject	<input type="checkbox"/>
	100	Elective	Elective 2	Choose a <b>level 100</b> elective subject from the Elective Bank	As per subject	<input type="checkbox"/>
	200	Core	ABS202	Corporate Structuring and Business Law	-	<input type="checkbox"/>
	<b>Study Period 4</b>					
	200	Core	ABS203	Digital Business and Disruption	-	<input type="checkbox"/>
200	Core	ABS204	Managing Money and Finance	-	<input type="checkbox"/>	
200	Core	ABS207	Big Data	-	<input type="checkbox"/>	
YEAR 2	<b>Study Period 5</b>					
	200	Core	ABS205	Practising Leadership	<b>ABS105</b> must be completed prior to taking ABS205	<input type="checkbox"/>
	200	Core	ABS206	Design Thinking for Business	-	<input type="checkbox"/>
	300	Core	ABS208	Social Enterprise	-	<input type="checkbox"/>
	<b>Study Period 6</b>					
	300	Core	ABS210	Applied Entrepreneurship - Concept Development and Validation	-	<input type="checkbox"/>
	300	Core	ABS301	The Global Economy	-	<input type="checkbox"/>
	300	Core	ABS306	Advanced Digital Marketing	-	<input type="checkbox"/>
	<b>Study Period 7</b>					
	300	Core	ABS302	Management Strategy	-	<input type="checkbox"/>
	300	Core	ABS307	Venture Capital Raising	-	<input type="checkbox"/>
	300	Elective	Elective 3	Choose a <b>level 300</b> subject from the Elective Bank	As per subject	<input type="checkbox"/>
	<b>Study Period 8</b>					
	300	Elective	Elective 4	Choose a <b>level 300</b> subject from the Elective Bank	As per subject	<input type="checkbox"/>
300	Elective	Elective 5	Choose a <b>level 300</b> subject from the Elective Bank	As per subject	<input type="checkbox"/>	
300	Elective	Elective 6	Choose a <b>level 300</b> subject from the Elective Bank	As per subject	<input type="checkbox"/>	

**Please note** - not all subjects are available for each Study Period. If your suggested subjects are unavailable, please take the subject that is immediately preceding or following that subject

**ELECTIVE BANK**  
**Bachelor of Applied Entrepreneurship**

Level	Subject	Pre-requisite	Chosen	
<b>Level 100</b> (choose two)	ABS107	Managerial Communication	-	<input type="checkbox"/>
	ABS108	Competitive Market Positioning	-	<input type="checkbox"/>
	ABS109	Introduction to Innovation	-	<input type="checkbox"/>
	ABS110	Product Management	-	<input type="checkbox"/>
<b>Level 300</b> (choose four)	ABS303	Managing Diverse Workplaces	-	<input type="checkbox"/>
	ABS304	Managing Employee Relations	-	<input type="checkbox"/>
	ABS305	Organisational Change	-	<input type="checkbox"/>
	ABS308	Integrated Marketing Communications	-	<input type="checkbox"/>
	ABS309	Marketing of Services	-	<input type="checkbox"/>
	ABS310	Marketing Strategy and Planning	-	<input type="checkbox"/>
	ABS311	Stakeholder Management	-	<input type="checkbox"/>

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