



Bachelor of Business Innovation (Domestic students)

Program code

1616

Commencing in

For Continuing Students Only

Available at

Logan Campus, Online

Duration

2 years full-time accelerated

4 years part-time

3 years full-time equivalent

Credit points

240

Degree requirements: Students who started Trimester 2 - 2020

For the award of *Bachelor of Business Innovation (BBusInnov)*, you must successfully complete 240 credit points, made up of the core courses AND

- 40 credit points of free-choice electives.

Other program requirements

You must successfully complete:

- no more than 100 credit points of Level 1 courses (the first digit of a course code denotes the level);
- at least 60 credit points of Level 3 courses or higher.

This degree may be awarded **with Distinction** where a student achieves a minimum program GPA of 6.5 with no failed courses. The words "This award was achieved with Distinction" will be recorded on the testamur.

Australian Qualifications Framework (AQF) Level and Type

The **Australian Qualifications Framework (AQF)** is the national policy for regulated qualifications in Australian education and training. This qualification is accredited as an AQF Level 7 - Bachelor Degree.

Program learning outcomes

Program learning outcomes

Program Learning Outcomes communicate to the community the value of the Griffith educational experience as benchmarked against national qualification standards.

Program Learning Outcomes for this award describe the knowledge, skills and the application of knowledge and skills you will acquire through studying the Griffith program of your choice.

Course list: Students starting Trimester 2 - 2020

Course offering information in program structures is a guide only. Please check the actual offering information in the Course Catalogue.

Students must check the prerequisite and incompatible requirements before selecting any course in this program.

Courses in this program are available online in the listed trimesters but may be available at multiple campuses and during different trimesters. **Click on the course** to find out more information on where and when the course is offered.

Year 1

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 2	1105AFE	Core to Program	Application of Business Law (not offered from 2022)	10
			OR	
Tri 1,2	2105AFE	Core to Program	Introduction to Business Law	10
Tri 2	2008EHR	Core to Program	Business Communication (not offered from 2021)	10
			OR	
Tri 1,3	1008GBS	Core to Program	Business Decision-Making	10
Tri 3	2098MKT	Core to Program	Branding and Promoting New Business Ventures	10
Tri 1,2 or 3	2043IBA	Core to Program	Innovation, Creativity and Entrepreneurship	10
Tri 1	1003MKT	Core to Program	Introduction to Marketing (not offered from 2021)	10
			OR	
Tri 2,3	1009GBS	Core to Program	Grand Challenges for Business	10
Tri 1	1104AFE	Core to Program	Small Business Accounting	10
Tri 1	1307AFE	Core to Program	Digital Economy and Analysis	10
Tri 1	1001EHR	Core to Program	Work and Employability (not offered from 2021)	10
			OR	
Tri 1,3	1007GBS	Core to Program	The Future of Work	10

You must complete 40 credit points from the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 2	1003GBS	Listed Elective	Business Planning WIL (not offered from 2022)	20
Tri 3	2012GBS	Listed Elective	Business Strategy WIL (not offered from 2022)	20
Tri 1,3	1004GBS	Listed Elective	The Purpose of Business	10
Tri 2,3	3006IBA	Listed Elective	Creating Ethical and Sustainable Business	10
Tri 2	3043IBA	Listed Elective	Digital Innovation	10
Tri 2	3050IBA	Listed Elective	Managing Strategic Change	10
Tri 1	3144IBA	Listed Elective	Quality Management (not offered from 2022)	10
Tri 1,2 or 3	3002LFC	Listed Elective	Community Internship and Partnerships for SDGs	10
Tri 1,2 or 3	3101GBS	Listed Elective	I-WIL in Impact Oriented Workplaces (not offered from 2022)	10

Year 2

You must complete the following courses:

Trimester	Course code	Requirement	Course title	CP
Tri 2	3040MKT	Core to Program	Digital and Social Media Marketing	10
Tri 2	3018GBS	Core to Program	Business Internship (capstone course) (not offered from 2022)	20
			OR	
Tri 1,2 or 3	3000GBS	Core to Program	UG Business Internship II (capstone course)	20
Tri 2	3038IBA	Core to Program	The Business of Changing the World	10
Tri 1	3045IBA	Core to Program	Building the New Venture	10
Tri 3			Free-choice elective	10
Tri 1	1611ICT	Core to Program	Emerging Technologies (not offered from 2024)	10
			OR	
Tri 2	1011ICT	Core to Program	Applied Computing	10
Tri 1,2 or 3	3001GBS	Core to Program	UG Business Internship I	10
			OR	
Tri 1,2 or 3	3002GBS	Core to Program	Co-Design Incubator	10
Tri 1	3019MKT	Core to Program	Franchising and Small Business (not offered from 2024)	10
Tri 1			Free-choice elective	30

Electives (1 available)

Free-choice electives

You may select free-choice electives from the list below or any **Undergraduate free-choice elective/s** offered across the University provided prerequisites are met. Elective courses may be available at multiple campuses and/or online and during a different trimester. Click on the **course code** to find out more information on where and when the course is offered. You must ensure that you do not exceed the maximum of Level 1 courses (100 credit points) in your entire program. If you require guidance, please liaise with your Program Director.

Trimester	Course code	Requirement	Course title	CP
Tri 1	2029MKT	Free-choice Elective	Advertising and Integrated Marketing Communications	10
Tri 1	2036MKT	Free-choice Elective	Retail Marketing	10
Tri 1,2	2005EHR	Free-choice Elective	Organisational Behaviour and Wellbeing	10
Tri 1,2 or 3	3001GBS	Free-choice Elective	UG Business Internship I	10
Tri 2	3010EHR	Free-choice Elective	Developing Talent	10
Tri 1,2	3011EHR	Free-choice Elective	Performance Management (not offered from 2023)	10
Tri 2,3	2034IBA	Free-choice Elective	Griffith Innovation Challenge (formerly 3031IBA)	10
Tri 1,3	2002EHR	Free-choice Elective	Strategic Human Resource Management	10
Tri 1,3	2128IBA	Free-choice Elective	The Management of Business Processes	10

Trimester	Course code	Requirement	Course title	CP
Tri 1	3144IBA	Free-choice Elective	Quality Management (not offered from 2022)	10
Tri 1	4030ICT	Free-choice Elective	Big Data Analytics and Social Media (not offered from 2023)	10
			courseLineOperator	
Tri 1,2,3	3032ICT	Free-choice Elective	Big Data Analytics and Social Media	10
Tri 1,2	2045IBA	Free-choice Elective	Leading and Managing Organisations	10
Tri 2,3	1006GBS	Free-choice Elective	Why Money Matters	10
Tri 1,3	2004GIR	Free-choice Elective	The Government Business Nexus: Intervening, Lobbying and Responding	10
Tri 2	2009EHR	Free-choice Elective	Recruitment and Selection (not offered from 2023)	10
Tri 2	2038MKT	Free-choice Elective	Personal Selling and Sales Management (not offered from 2022)	10
			courseLineOperator	
Tri 1	3038MKT	Free-choice Elective	Sales and Negotiation	10
Tri 1,2 or 3	3002LFC	Free-choice Elective	Community Internship and Partnerships for SDGs	10
Tri 2,3	3012EHR	Free-choice Elective	Applied Human Resource Management and Change	10
Tri 2	3050IBA	Free-choice Elective	Managing Strategic Change	10
			courseLineOperator	
Tri 2	3112IBA	Free-choice Elective	Management Strategy and Decision Making (not offered from 2022)	10
Tri 1	3114IBA	Free-choice Elective	Management Problem Solving (not offered from 2022)	10
Tri 2	3046IBA	Free-choice Elective	Family Business Management	10
Tri 2	2808ICT	Free-choice Elective	Secure Development Operations	10
Tri 2,3	3006IBA	Free-choice Elective	Creating Ethical and Sustainable Business	10
Tri 3	3003GBS	Free-choice Elective	UG Global Mobility Internship II	20