Overview

The Bachelor of Arts and Business (BA&Bus) is designed to provide you with all the benefits of an education in the Humanities, Social Sciences and the Creative and Performing Arts PLUS study in Business. The program provides you with not only the depth (Major and Minor streams) of the Bachelor of Arts but a specially-designed Business Studies component that will introduce you to key concepts and approaches in Business and Management.

The aims of the BA&Bus are

- To develop informed understanding of human experience, human culture and human society
- To develop an understanding of the role of business in the contemporary world
- To teach the tools and methods of understanding associated with Humanities, Social Science and Business disciplines, and to encourage students to perceive the relationships between these disciplines
- To encourage the breadth of vision and critical thinking associated with interdisciplinary scholarship and research
- To enable students to place contemporary Australian society and culture in an historical and comparative context
- To engage critically with fundamental questions about value in both ethical and aesthetic contexts
- To develop the skills of critical, creative and imaginative thinking about society, culture and the arts
- To promote the techniques and value of reasoned and openminded discussion and debate
- To foster understanding of the experiences and world-views of other times, other places, and other cultures.
<table>
<thead>
<tr>
<th><strong>Faculty</strong></th>
<th>Faculty of Arts and Social Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campus</strong></td>
<td>Kensington</td>
</tr>
<tr>
<td><strong>Study Level</strong></td>
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<tr>
<td><strong>Typical duration</strong></td>
<td>3 Years</td>
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<td><strong>Delivery Mode</strong></td>
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<tr>
<td><strong>Intake Period</strong></td>
<td>Term 1, Term 3</td>
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<td><strong>Academic Calendar</strong></td>
<td>3+ Calendar</td>
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<td><strong>Minimum Units of Credit</strong></td>
<td>144</td>
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<td><strong>Award type</strong></td>
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<td><strong>Award(s)</strong></td>
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Learning Outcomes

1. Show respect for ethical practice and social responsibility
   - Global Citizens
   - Professionals

2. Be entrepreneurial, show initiative and creativity
   - Professionals
   - Leaders

3. Engage deeply with the relevant disciplinary knowledge in its interdisciplinary context
   - Scholars

4. Use skills involved in scholarly enquiry
   - Scholars
   - Professionals

5. Be effective communicators
   - Scholars

6. Engage in independent and reflective learning
   - Scholars

7. Locate, evaluate and use relevant information
   - Scholars

8. Contribute to, and work within, the international community
   - Global Citizens

9. Undertake collaborative and multidisciplinary work
   - Scholars
   - Leaders

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Graduate Capabilities:

For more information on Graduate Capabilities, please click on this link.
Program Structure

Students must complete 144 UOC as a standalone program.

1. A Home Major (60 UOC)
2. A Minor (24 UOC)
3. Arts and Social Sciences Prescribed Electives (12 UOC)
4. A Business component (48 UOC)

Majors

You must complete a home major of 60 UOC (10 courses) from the list below:

MAJOR:

ASIAB1  |  60 UOC
Asian Studies

ATSIC1  |  60 UOC
Indigenous Studies

CHINE1  |  60 UOC
Chinese Studies

CHINF1  |  60 UOC
Advanced Chinese Studies

COMDE1  |  60 UOC
Development Studies

CRIMC1  |  60 UOC
Criminology

CRWTA1  |  60 UOC
Creative Writing

ENGLC1  |  60 UOC
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<th>Credits</th>
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<td>German Studies</td>
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<td>Japanese Studies</td>
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<tr>
<td>JAPNG1</td>
<td>60 UOC</td>
<td>Advanced Japanese Studies</td>
</tr>
<tr>
<td>KOREF1</td>
<td>60 UOC</td>
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<tr>
<td>KOREG1</td>
<td>60 UOC</td>
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LINGC1  |  60 UOC
Linguistics

MECTC1  |  60 UOC
Media, Culture and Technology

MUSCJ1  |  60 UOC
Music Studies

MUSCK1  |  60 UOC
Music Studies (Intensive)

PHILE1  |  60 UOC
Philosophy

POLSG1  |  60 UOC
Politics and International Relations

SOCAD1  |  60 UOC
Sociology and Anthropology

SPANH1  |  60 UOC
Spanish and Latin American Studies

THSTC1  |  60 UOC
Theatre and Performance Studies

Minors

You must complete one minor of 24 UOC (four courses) from the list below:

MINOR:

ARTH2  |  24 UOC
Art History and Theory
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<tr>
<th>Subject Code</th>
<th>UOCs</th>
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<td>COMDE2</td>
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<td>FILMB2</td>
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<td>FRENF2</td>
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<td>German Studies</td>
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<tr>
<td>GREKC2</td>
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<td>ITALB2</td>
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<td>MECT2</td>
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<td>Media, Culture and Technology</td>
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<td>MUSCJ2</td>
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<td>SOCAD2</td>
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<tr>
<td>SPANH2</td>
<td>24 UOC</td>
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<tr>
<td>Spanish and Latin American Studies</td>
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<td></td>
</tr>
<tr>
<td>THST2</td>
<td>24 UOC</td>
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<tr>
<td>Theatre and Performance Studies</td>
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<tr>
<td>WOMSB2</td>
<td>24 UOC</td>
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<tr>
<td>Women's and Gender Studies</td>
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**Business Foundation Core Courses**

You must complete 24 UOC of the following courses in your first 48 UOC of study.
ACCT1501  |  6 UOC
Accounting and Financial Management 1A

ECON1101  |  6 UOC
Microeconomics 1

MARK1012  |  6 UOC
Marketing Fundamentals

MGMT1001  |  6 UOC
Managing Organisations and People

TABL1710  |  6 UOC
Business and the Law

**Arts and Social Sciences Prescribed Electives**

You must complete 12 UOC of any courses offered by UNSW Arts and Social Sciences. Indigenous Studies courses (ATSIxxxx) cannot be studied as Arts and Social Sciences Prescribed Electives.

**Level 2 Business Electives**

You must complete a total of 24 UOC of Level 2 and Level 3 Business electives, with at least 12 UOC at Level 3.

This means you must complete between 0-12 UOC of the following Level 2 courses depending on the number of Level 3 electives chosen.

MARK2051  |  6 UOC
Consumer Behaviour

MARK2052  |  6 UOC
Marketing Research

MARK2053  |  6 UOC
Marketing Communications and Promotions Management
MARK2071  |  6 UOC
International and Global Marketing

MARK2084  |  6 UOC
E-Marketing

MGMT2002  |  6 UOC
Managing Business Communication

MGMT2010  |  6 UOC
Innovation and Entrepreneurship

MGMT2200  |  6 UOC
Thinking Skills

MGMT2718  |  6 UOC
Human Resource Management

MGMT2725  |  6 UOC
Career Management

TABL2712  |  6 UOC
Business Ethics and the Law

TABL2721  |  6 UOC
Business Law in Action

**Level 3 Business Electives**

You must complete at least 12 UOC and up to 24 UOC of the following courses.

MARK3081  |  6 UOC
Distribution Strategy and Retail Channels

MARK3091  |  6 UOC
New Product and New Service Development

MARK3092 | 6 UOC
Brand Management

MGMT3001 | 6 UOC
Business and Corporate Strategy

MGMT3702 | 6 UOC
International Human Resource Management

MGMT3721 | 6 UOC
Negotiation Skills

MGMT3724 | 6 UOC
Strategic Human Resource Management

Maturity Requirements

You must have completed 24 UOC before taking any Level 2 courses.

You must have completed 48 UOC, including 6 UOC at Level 1 and 6 UOC at Level 2 in your major/minor before taking any Level 3 courses.

Specialisation Declaration

You must specify your major and minor at the time of enrolment in Level 2 courses.

Sample Programs

To access sample program(s), please visit:

UNSW Arts & Social Sciences

Enrolment Disclaimer

Unless advised otherwise by your program authority, you should follow the rules for the handbook for the year you commenced your program. You are also responsible for ensuring you enrol in courses according to your program requirements. myUNSW enrolment checks that you have met enrolment requirements such as pre-requisites.
for individual courses but not that a course will count towards your program requirements.
Related Programs

Related Double Degree Programs

Bachelor of Arts and Business - BArts (Bus)
Bachelor of Laws - LLB

4783 Arts and Business / Law

Faculty: Faculty of Law, Faculty of Arts and Social Sciences
Campus: Kensington
Units of Credit: 288
Typical Duration: 6 Years

Read More
Program Requirements

Progression Requirements

Progression rules are in accordance to university policy.

For more information on university policy on progression requirements please visit Academic Progression.
Pathways

Honours Programs

Bachelor of Arts and Social Sciences (Honours) - **BASS (Hons)**

**4504 Arts & Social Sciences (Hons)**

Faculty: Faculty of Arts and Social Sciences
Campus: Kensington
Units of Credit: 48
Typical Duration: 1 Years

[Read More]
Professional Outcomes

Career Opportunities

Business consulting, marketing and communications, strategy, research, policy and international affairs. Your choice of major and minor will help to shape your career options.
Recognition of Achievement

University Medal

The University Medal is awarded to recognise outstanding academic performance by a bachelor degree student in line with the University Medal Policy and University Medal Procedure.

Award of Pass with Distinction

The Award of Pass with Distinction is awarded when a weighted average mark (WAM) of at least 75% has been achieved and at least 50% of the requirements of the award completed at UNSW. All eligible programs will award Pass with Distinction except in special circumstances where approval of Academic Board has been given for a program to opt out.

For more information, please visit:

Current Students Pass With Distinction
Additional Information

Further Information

Contact the UNSW Arts and Social Sciences Student Services for advice.
Program Fees

At UNSW fees are generally charged at course level and therefore dependent upon individual enrolment and other factors such as student's residency status. For generic information on fees and additional expenses of UNSW programs, click on one of the following:

- Domestic Students
- Commonwealth Supported Students
- International Students
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179