

# Welcome to Bachelor of Business and Bachelor of Digital Enterprise

WBUS02 & WDIGE1

Faculty of Arts and Society

Dr Ulrike Kachel

## **Recognition of Traditional owners and Indigenous cultures**

Charles Darwin University acknowledges all First Nations people across the lands on which we live and work, and we pay our respects to Elders both past and present.

# Course Coordinator Bachelor of Business and Bachelor of Digital Enterprise



Dr Ulrike Kachel

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# Student Central

- **www:** <https://www.cdu.edu.au/student-central>
- **Email:** [student.central@cdu.edu.au](mailto:student.central@cdu.edu.au)  
**FAQs:** Ask CDU (<http://ask.cdu.edu.au/app/ask>)  
**Phone:** 1800 061 963 (freecall)  
Mon - Thurs: 8:30am - 4pm  
Friday: 8:30am - 3pm



# Course, units, credits....?

<https://www.cdu.edu.au/study/business>

Select your course

Click on ‘What will I study?’

See Course Structure

See Study Plan

# Course Rules WBUS02

## Bachelor of Business (WBUS02)

Units	Credit Points	Single major	Double major
12 Core units	110 cp	All core units	All core units
Specialist electives (6 - 12 units)	60-120 cp	6 units	12 units
General electives (1 - 7 units)	10-70cp	7 units	1 unit

# Majors WBUS02

## Single and Double Majors

- Strategic Marketing and Communication
- International Management and Logistics
- Entrepreneurship and Innovation
- ... or a combination of two of them for a Double major
- ... or no major if you want a customised selection of specialist electives

## VET Pathway Majors

- Tourism and Destination Management
- Human Resource Management
- Project Management
- Work Health and Safety
- Hospitality

(only if you completed the eligible VET course)

# Study plan WBUS02

- Best advice: follow the study plan!
- Focus on the Core units

Semester 1	Semester 2
<b>Year 1</b>	
	<a href="#">ECO107</a> Economics and the Modern Business Enterprise CO
	<a href="#">LAW105</a> Introduction to Business Law CO
	<a href="#">QAB105</a> Business Research Methods CO
	<a href="#">ENT101</a> Entrepreneurship Fundamentals Part A (5cp) CO and <a href="#">ENT102</a> Entrepreneurship Fundamentals Part B (5cp)



# Study plan WBUS02

Year 2			
<a href="#">IAS201</a> Cultural Capabilities	CO	Elective	E
<a href="#">MKT103</a> Fundamentals of Marketing	CO	Elective	E
<a href="#">MAN105</a> Introduction to Management	CO	<b>Strategic Marketing and Communication major:</b> <a href="#">MKT205</a> Communication across cultures and markets (SE) and <a href="#">BUS304</a> Evidence Based Strategy creation (SE)	SE/ E
<a href="#">COM105</a> Business and Communication Skills	CO	<b>International Management and Logistics major:</b> <a href="#">LAW205</a> Commercial and Corporate Law for Owners, Managers and Professionals (SE) and <a href="#">HRM306</a> Global Human Resources (SE)	
		<b>Entrepreneurship and Innovation major:</b> <a href="#">BUS304</a> Evidence Based Strategy Creation (SE) and Elective	

# What you will learn - WBUS02

- Demonstrate a broad understanding of business knowledge and discipline specific principles, theories and concepts
- Critically analyse and effectively synthesise and consolidate complex business-related information
- Apply creative and critical thinking to address local and global business issues

# Course Rules WDIGE1

## Bachelor of Digital Enterprise (WDIGE1)

Units	Credit Points	no majors
18 Core units	180 cp	-
Specialist electives (6 units)	60 cp	-
General electives (0 units)	none	-

# Study plan WDIGE1

- Best advice: follow the study plan!
- Focus on the Core units

IT units are offered at Casuarina

Semester 1	Semester 2	
<b>Year 1</b>		
	<a href="#">IAS201</a> Cultural Capabilities	CO
	<a href="#">HIT137</a> Software Now	CO
	<a href="#">HIT140</a> Foundations of Data Science ( <i>replaces STA101 from 2021</i> )	CO
	<a href="#">ENT101</a> Entrepreneurship Fundamentals - Part A (5cp) and	CO
	<a href="#">ENT102</a> Entrepreneurship Fundamentals - Part B (5cp)	

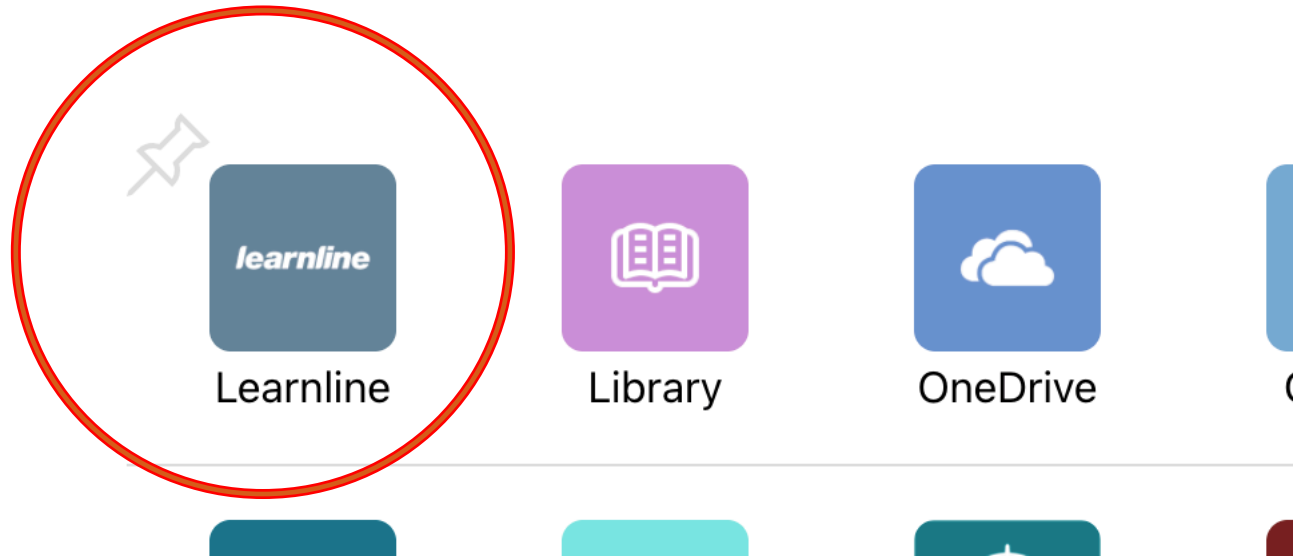
# Study plan WDIGE1

Year 2			
<a href="#">COM105</a> Business Communications	CO	<a href="#">BUS306</a> Contemporary Business Issues and Trends	CO
<a href="#">HIT164</a> Computing Fundamentals	CO	<a href="#">HIT238</a> The Mobile Paradigm	CO
<a href="#">MKT103</a> Fundamentals of Marketing ( <i>recoded from BCO101 from 2020</i> )	CO	Specialist elective 1	SE
<a href="#">MAN105</a> Introduction to Management	CO	Specialist elective 2	SE

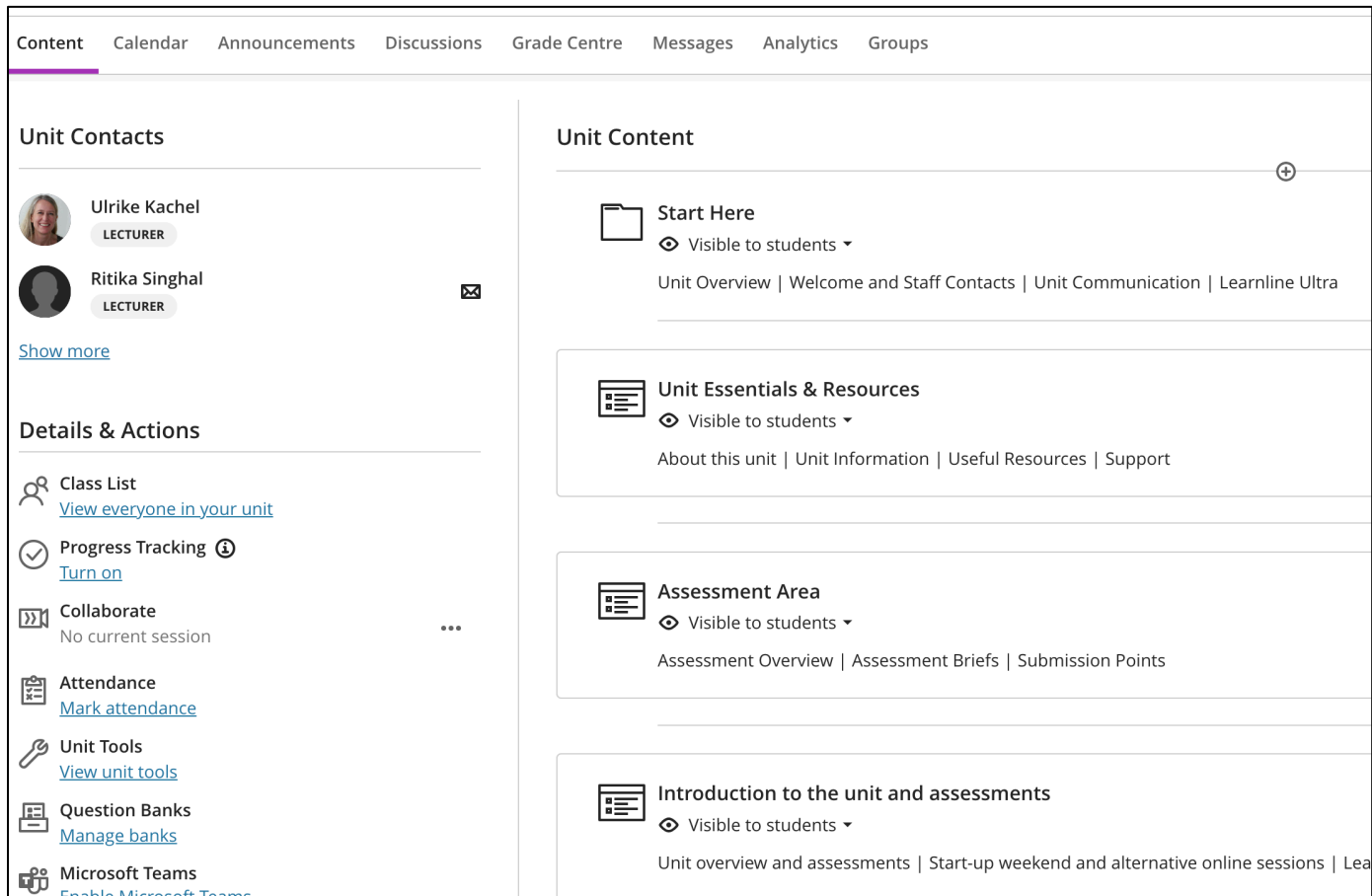
# What you will learn

- During the course, you'll combine practical and theory-based learning to develop knowledge and skills in:
  - global management and marketing
  - social and mobile aspects of business
  - digital product innovation and development
  - data and business analytics.
- This focused combination of skills will equip you to strategically design and manage successful businesses, and give you a unique professional advantage.

# How you will learn



# Quick Learnline guide for units



The screenshot displays the Learnline interface for a unit. At the top, a navigation bar includes links for Content, Calendar, Announcements, Discussions, Grade Centre, Messages, Analytics, and Groups. The main content is divided into two columns.

**Unit Contacts**

- Ulrike Kachel (LECTURER)
- Ritika Singhal (LECTURER)

[Show more](#)

**Details & Actions**

- Class List**  
[View everyone in your unit](#)
- Progress Tracking** ⓘ  
[Turn on](#)
- Collaborate**  
No current session
- Attendance**  
[Mark attendance](#)
- Unit Tools**  
[View unit tools](#)
- Question Banks**  
[Manage banks](#)
- Microsoft Teams**  
[Enable Microsoft Teams](#)

**Unit Content**

- Start Here**  
Visible to students  
Unit Overview | Welcome and Staff Contacts | Unit Communication | Learnline Ultra
- Unit Essentials & Resources**  
Visible to students  
About this unit | Unit Information | Useful Resources | Support
- Assessment Area**  
Visible to students  
Assessment Overview | Assessment Briefs | Submission Points
- Introduction to the unit and assessments**  
Visible to students  
Unit overview and assessments | Start-up weekend and alternative online sessions | Lea





# Timetables

- Can be accessed via the Portal
- Enter unit codes
- Save and print - and enter into your personal diary



Timetables



# How to get support

Course related inquiries:

Email: [ulrike.kachel@cdu.edu.au](mailto:ulrike.kachel@cdu.edu.au)

Phone: 08 8946 7754

All other support:

<https://www.cdu.edu.au/current-students>