

Are you capable of living your dreams, or will you be forever helping others live theirs? This question is at the heart of the Entrepreneurship Major.

## Introduction

The Entrepreneurship Major is not only concerned with your ability to develop knowledge that is related to new enterprise creation, but also your personal development. As such, you will not so much learn about entrepreneurship, but rather for and through entrepreneurship. The Major complements all other majors in the Bachelor of Business degree by providing students with a set of dynamic skills that are increasingly being sought after by employers.

### Year 1

#### Semester 1

BMA101 Introduction to Management (S2 also)  
BEA110 Economics for Business  
BFA103 Accounting & Financial Decision-Making  
BSA101 Business Information Systems (S2 also)

#### Semester 2

BMA151 Principles of Marketing<sup>1</sup>  
BEA140 Quantitative Methods  
BFA141 Commercial Transactions  
1 x Elective (other Major)

### Year 2

#### Semester 1

BMA201 Organisational Behaviour  
BMA204 Foundations of Entrepreneurship  
2 x Electives (other Major)

#### Semester 2

BMA213 Entrepreneurship and Creativity  
BFA281 Financial Management  
2 x Electives (other Major)

### Year 3

#### Semester 1

BMA326 Entrepreneurship and Innovation  
1 x Nominated Elective  
2 x Electives (other Major)

#### Semester 2

BMA302 Strategic Management<sup>2</sup>  
BMA333 Project Evaluation and Planning<sup>3</sup>  
2 x Electives (other Major)

#### Notes

- 1 In order for students to enrol in any core units in the Entrepreneurship Major, they must have successfully completed BMA151.
- 2 Students must have successfully completed 4 x BMA2/300 level units to enrol in BMA302.
- 3 Students must have successfully completed at least one of the nominated electives from the list below to satisfy the requirements of the Entrepreneurship Major.

## Nominated Entrepreneurship Major Electives:

BMA211 Business Communication  
BMA258 Services Marketing  
BSA204 Business Logistics

## Careers

The Entrepreneurship Major has two distinct possible outcomes. One is self-employment. Students have the opportunity to develop their own innovative idea in a supportive environment, and to take that dream to market. Alternatively, students have the opportunity to stand out from other graduates through the development of valuable graduate attributes. In an ever-changing world, those that can genuinely solve problems with creativity are valued over those who do not have the ability to find their own way forward.

Completion of the Entrepreneurship Major provides you with the opportunity to take control of your future, and to set your sights on those things that really matter to you. The greatest opportunity available to you is to discover what you really enjoy doing, and then to have the courage to find that place where you would love to be doing it. Are you up for the challenge?

## Location

Hobart and Launceston