



**CHARLES TELFAIR**  
I N S T I T U T E



**Curtin University**

# BACHELOR OF COMMERCE ENTREPRENEURSHIP AND MARKETING



# WHAT IS IT?

This double major is designed for enterprising individuals who want to start their own business or work as corporate entrepreneurs. Entrepreneurs can be found in many types of workplace. What they all have in common is ambition, hard work, an ability to think outside the box, and the love of a personal challenge.

This major provides a sound understanding of how to start up your own business. You will study the foundations of business along with units that enhance your knowledge, skills and expertise in developing, managing and growing an entrepreneurial venture: either your own business or someone else's business. You will also gain skills in management, problem solving, planning, organisation and managing change.

The practical approach of this major gives you the chance to interact with real entrepreneurs and receive industry experience.

***Please note:***

During your first year of the Bachelor of Commerce in Entrepreneurship and Marketing you will complete common core units which will provide an introduction to the various aspects of the business.

## WHY A CURTIN BCom ENTREPRENEURSHIP AND MARKETING AT CTI?

- ✓ **Entrepreneurial Skills:** Completion of the Degree will enable you to learn, grow and manage an entrepreneurial venture.
- ✓ **Industry Exposure:** CTI makes use of its links with industry to help students in their search for an internship during their final year of study. As a result, many find permanent employment once they complete their degree.
- ✓ **Global Perspective:** The program recognizes the global nature of entrepreneurship. You will understand how cultural practices and differences impact on commercial activities.
- ✓ **Business Acumen:** This Curtin degree allows final-year students the opportunity to develop their business acumen through a unique simulation program during which students compete in teams to run a virtual company in a virtual industry.

## CAREER POSSIBILITIES

- |                         |                           |                               |                                    |
|-------------------------|---------------------------|-------------------------------|------------------------------------|
| / Small Business owner  | / Market Researcher       | / Market Research Analyst     | / Marketing Communications manager |
| / Importer and Exporter | / Events Coordinator      | / Product Manager             |                                    |
| / Marketing Officer     | / Fundraising Coordinator | / Online Marketing Specialist |                                    |

# COURSE STRUCTURE

## Year 1

- > Communication in Business
- > Introduction to Accounting
- > Introduction to Business Information Systems
- > Fundamentals of Management
- > Business Law
- > Introductory Economics
- > Discovering Marketing
- > Small Business Planning

## Year 2

- > Entrepreneurship
- > Managing Operations
- > Business and Sustainable development for Business
- > Human resource Management Introduction
- > Consumer Behaviour
- > Marketing Research
- > International Marketing
- > Digital Communication Management

## Year 3

- > Business Capstone
- > Management of Innovation
- > Event management
- > Small Business Growth
- > Internet Marketing
- > Strategic Marketing
- > Services Marketing
- > Retail Marketing and Distribution

**Note:** Students joining this course are required to bring their own laptop to all relevant classes and procure licenses for all required software

**Upon completion of a BCom, you can gain entry into CURTIN  
Master of International Business or Master of Business Administration (Global)**

**Disclaimer:** Please note that CTI/Curtin reserves the right to change the content and/method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study which it offers, to impose limitations on enrolment in any unit or program and/ or to vary arrangements for any programme.

## DELIVERY PLAN

### Duration:

The programme is run over three years (six semesters)

### Start Date:

Two intakes per year - February & August

## ENTRY REQUIREMENTS

### For admission to Curtin, applicants must

/ Satisfy the minimum academic entry requirements

/ Meet the minimum English competency level

/ Have experience in the field. Recognition of prior learning is assessed on an individual basis.

### Please note:

/ Candidates who do not meet all entry requirements can enroll on the *CTI Foundation programme* in order to gain admission to the BCOM degree

## APPLICATION PROCEDURES

/ Students must complete the prescribed application forms available at our Future Student Centre and Should Submit relevant copies of the following documents:

/ Copies of Secondary and Academic Transcript

/ Copy of National Identity Card or Birth Certificate

/ Two passport - Size photographs

*(the originals of all the above documents for certification purposes are needed.)*




## APPLICATION DEADLINE

It is recommended to register at least 5 weeks before the start date of Programme.

Please call us on 401 6511 or email us on [info@telfair.ac.mu](mailto:info@telfair.ac.mu)

FOR MORE INFORMATION, PLEASE CONTACT THE FUTURE STUDENTS CENTRE

 [info@telfair.ac.mu](mailto:info@telfair.ac.mu)

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