

# BUSN1004 - Starting a Business

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## Unit of Study BUSN1004 Starting a Business (2024)

[Future students:](#)  
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### Unit Snapshot

<b>Unit type</b>	UG Coursework Unit
<b>Credit points</b>	12
<b>Faculty &amp; College</b>	<a href="#">Faculty of Business, Law and Arts</a>
<b>Placement</b>	No

# Unit description

Covers the fundamentals of starting a business from scratch, building and sustaining that business, and continually renewing and refreshing the business.

# Unit content

Module 1: Business start-up: A strategic focus

Module 2: Customer-focusing the business: A marketing focus

Module 3: Get the right people: A people focus

Module 4: Manage your money: A financial focus

Module 5: Sustaining the business: A responsible business focus

Module 6: Making it all happen: A technology focus

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## Availabilities

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Location	Domestic	International
Gold Coast	Term 1, 3, 5	Term 1, 3, 5
Melbourne	N/A	Term 1, 3, 5
Online	Term 1, 3, 5	Term 1
Papua New Guinea - IBSU Port Moresby	N/A	Term 1, 3
Perth	N/A	Term 1, 3, 5
Sydney	N/A	Term 1, 3, 5

# Learning outcomes

Unit Learning Outcomes express learning achievement in terms of what a student should know, understand and be able to do on completion of a unit. These outcomes are aligned with the **graduate attributes**. The unit **learning outcomes and graduate attributes** are also the basis of evaluating prior learning.

**On completion of this unit, students should be able to:**

demonstrate a critical understanding of building business case and strategic plan for a new business

demonstrate an ability to develop financial models and balance sheets

describe the role of communication, data and information systems in starting a business

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Module 5: Sustaining the business: A Responsible focus

Module 6: Making it all happen: A technology Focus