



**BLOCK CREDIT AGREEMENT**

|                          |                               |
|--------------------------|-------------------------------|
| <b>Form Category</b>     | Academic                      |
| <b>Document Owner</b>    | Director of Academic Services |
| <b>Related Documents</b> | Credit Policy                 |

**Agreement**

On successful completion of the specified higher education qualification detailed below, a student will be guaranteed entry to Bachelor of Business (Entrepreneurship) (BBUSENT16) with advanced standing granted through Block Credit worth 120 credit points.

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| <b>Entry pathway course</b>                                   | Diploma of International Marketing  |  |
| <b>Provider</b>   | Hong Kong Academy of Commerce (HKAC)  |  |
| <b>Completion date range</b>                                  | Block credit is for qualifications completed within five years of application                   |  |
| <b>Superseded course inclusions</b>                           | N/A   |  |
| <b>Destination course</b>                                     | BBUSENT16   | Bachelor of Business (Entrepreneurship)    |
| <b>Block credit guaranteed</b>                                | 100 credit points at 100 level, 10 credit points at 200 level and 10 credit points at 300 level |  |
| <b>Remaining credit points</b>                                | 120 credit points   |  |
| <b>Subjects exempt for destination course</b>                 | BIZ101  | Business Communications                    |
|   | BIZ102  | Understanding People and Organisations     |
|   | MKT101A   | Marketing Fundamentals                     |
|   | BIZ104  | Customer Experience Management             |
|   | MKG102  | Consumer Behaviour                         |
|   | MKT103A   | Integrated Marketing Communications        |
|   | GEC101-104  | General Elective Credit at UG100 Level x 4 |
|   | GEC201  | General Elective Credit at UG200 Level x 1 |
|   | GEC301  | General Elective Credit at UG300 Level x 1 |
| <b>Subjects required for completion of destination course</b> | <b>Core</b>   | <b>40 Credit Points (4 Subjects)</b>       |
|   | BIZ201  | Accounting for Decision Making             |
|   | BIZ202  | The Business Environment                   |
|   | BIZ301  | Organisational Creativity and Innovation   |
|   | MGT301A   | Ethics and Sustainability                  |
|   | <b>Specialism</b>   | <b>80 Credit Points (8 Subjects)</b>       |
|   | ENT101  | Introduction to Entrepreneurship           |
|   | ENT102  | Venture Ideation                           |
|   | ENT201  | Sales and Negotiation Strategies           |
|   | ENT202  | Entrepreneurial Financing                  |
|   | ENT203  | Marketing for Entrepreneurs                |
|   | ENT301  | Lean Business Start-Up                     |
|   | ENT302  | Entrepreneurship Project                   |
|   | IND301A   | Industry Consulting Project                |
|   | <b>Electives</b>  | <b>0 Credit Points (0 Subjects)</b>        |

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| <b>Authorised by<br/>(Associate Dean)</b>         | <br>Kristina Nicholls   |
| <b>Responsible Officer<br/>(Program Director)</b> | <br>Darren Peters   |
| <b>Date of agreement</b>                          | 5th June 2020  |
| <b>Duration of agreement</b>                      | This arrangement will remain in effect for the duration of the destination course accreditation, unless withdrawn by the Vertical Learning and Teaching Committee. |