

BACHELOR DEGREES

ENTREPRENEURSHIP
SOCIAL ENTREPRENEURSHIP
MANAGEMENT
MARKETING



D U C E R E
GLOBAL BUSINESS SCHOOL



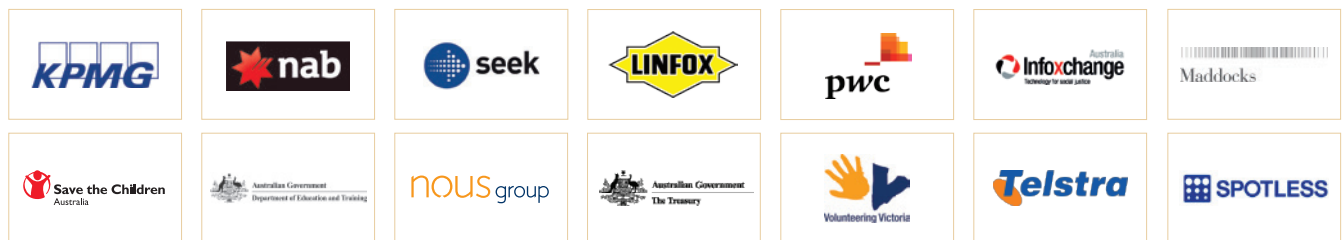
UNIVERSITY OF
CANBERRA

THE RIGHT CONNECTIONS ARE VITAL TO SUCCESS

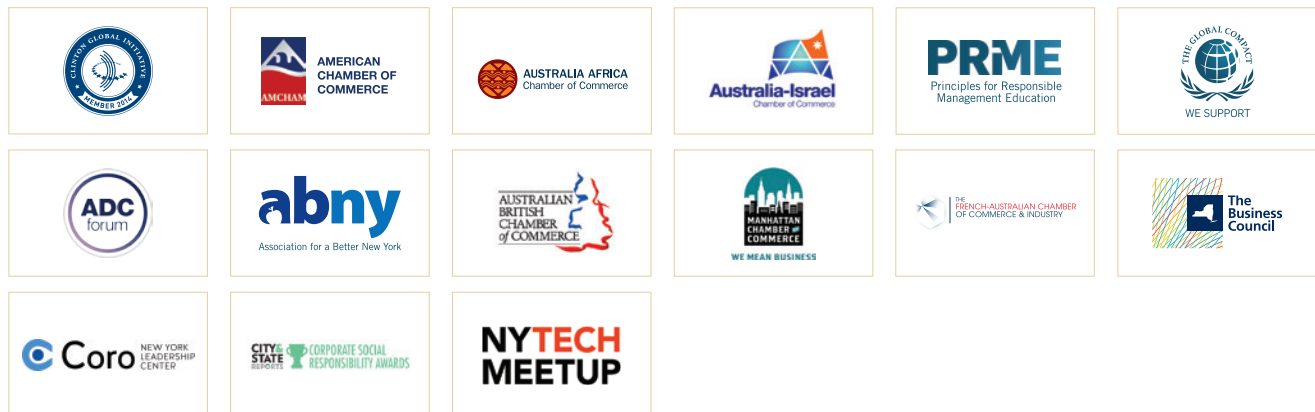
OUR ACADEMIC PARTNERS



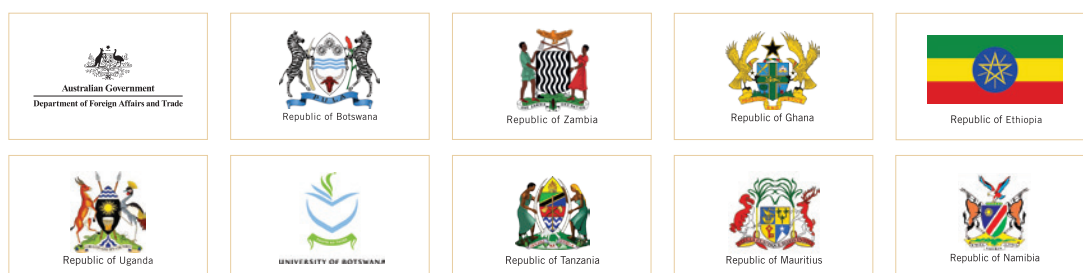
OUR INDUSTRY PARTNERS



DŪCERE IS A MEMBER OF



OUR FOUNDATION PARTNERS



YOUR PATH TO SUCCESS

Bachelor degrees tailored to your passions, goals, and ambitions – designed to get you ahead.

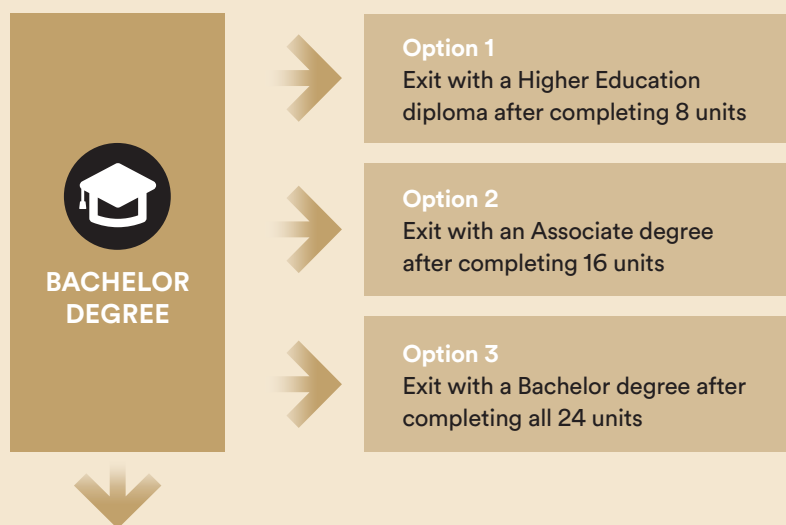
- Are you ambitious and hungry for success?
- Do you want to become a globally successful entrepreneur or business leader?
- Are you looking for the flexibility that traditional universities cannot offer?

The University of Canberra and Dūcere are proud to offer groundbreaking Bachelor degrees offering learning experiences like no other.

Dūcere degrees allow you to

- Choose your study periods and study load
- Develop fundamental entrepreneurial skills that can be applied to build your own venture, or, become a highly valuable employee
- Start or further develop your own venture utilising university time for more than just study
- Gain first-hand experience in industry, applying the skills and knowledge you develop

COURSE STRUCTURE



PATHWAY TO MBA

Progress into a guaranteed place in the University of Canberra MBA (Leadership & Innovation) upon completion of your degree.



MESSAGE FROM THE FOUNDER

Dūcere degrees are for the entrepreneurs of the future. The innovators. The creators. The doers. The leaders. Those who aren't afraid to make an impact, change the world, and realise their dreams.

Our mission is to help you live the life you've always wanted. And to make your online learning experience as easy and enjoyable as possible.

With our degrees, you'll be learning from world leaders. Presidents and Nobel Prize winners. Self-made millionaires and Fortune 500 CEOs. Humanitarians. Best-selling authors. Film producers, scientists and renowned academics. A global faculty of over 100 of the most successful and inspiring individuals on earth, ready and willing to help you achieve your goals.

We've already empowered thousands of ambitious minds to fast-track their careers. We sincerely hope we can help you do the same.

Mathew Jacobson
Founder, Dūcere

THE POWER OF OVER 250 GLOBAL LEADERS IN 1 DEGREE



The Hon. Julia Gillard
Prime Minister, Australia
(2010-2013)



HE Tun Abdullah Badawi
Prime Minister, Malaysia
(2003-2009)



Baroness Valerie Amos PC
Under-Secretary-General,
United Nations



The Hon. John Howard
OM AC, Prime Minister,
Australia (1996-2007)



HE Sir Ketumile Masire
GCMG, President, Republic of
Botswana (1980-1998)



Ms Kay Koplovitz
Founder, USA Network



Prof. Muhammad Yunus
Chairman, Yunus Centre



Prof. Robert S. Kaplan
Professor, Management Practice,
Harvard Business School



Mr Andrew Bassat
Co-Founder & CEO,
Seek Ltd



Ms Margaret Jackson AC
Chairperson, Qantas Airways
(2000-2007)



Ms Sophie Ryan
CEO, Sony Foundation



Mr Lindsay Fox AC
Founder, Linfox Group



Ms Jamila Gordon
Chief Information Officer,
Leighton Holdings



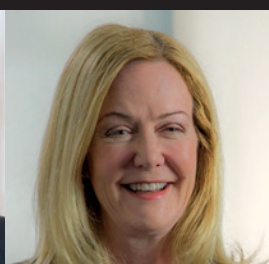
Mr Michael Andrew
Global Chairman, KPMG
International (2011-2014)



Mrs Abby J. Cohen
Chief Investment Strategist,
Goldman Sachs



Dr Mo Ibrahim
Founder, Mo Ibrahim
Foundation



Ms Lisa Paul AO PSM
Secretary, Department
of Education



Prof. Daniel C. Esty
Director, Centre for Business
& the Environment, Yale



Mr Charles Goode AC
Chairman, ANZ Bank
(1996-2010)



ADM Chris A. Barrie AC
FAICD, (Ret.) Chief, Australian
Defence Force (1998-2002)



Mr Vijay Poonosamy
Vice President, International
& Public Affairs,
Etihad Airways



Mr Terry Moran AC
Secretary, Department
of Prime Minister & Cabinet,
Australia (2008-2011)



Ms Elizabeth Broderick
Commissioner, Sex
Discrimination, Australian
Human Rights Commission



Mr Andrew MacLeod
Chief of Operations,
UN Emergency Coordination
Centre, Pakistan (2005)



Mr Dave McClure
Founding Partner,
500 Startups

TO BE THE BEST YOU NEED TO LEARN FROM THE BEST

Learn from over 250 of the most
successful and inspiring people on earth.

In today's competitive business environment it's not enough to only have academic learning - employers expect and demand more.

Study with us, and we'll help you stand out from the crowd, build a profitable and successful career, and live the life you've always wanted – whether that be as an entrepreneur, business leader or social change agent.

Learn how to build ventures from Silicon Valley investors. Negotiate your first pay rise from Fortune 500 CEOs. Lead a team with integrity from Nobel Prize winners.

Whether you're in politics, business, arts, sports or philanthropy, our degrees will empower you to become the very best you can be.

Meet your faculty:

- Entrepreneurs and self-made billionaires
- CEOs from the world's largest companies
- Venture capitalists and angel investors
- Presidents
- Prime ministers
- Nobel Prize winners
- Humanitarians and philanthropists
- Renowned academics from places like Oxford, Harvard and Yale
- Leading scientists
- Media and entertainment gurus
- United Nations representatives
- Government ministers

“...a Global Leaders
faculty delivering online
tertiary programs in
business, management
and entrepreneurship
with a twist...”

The Australian

“Global Leaders...
deliver real life
leadership courses.”

BRW Special Issue

HEAR FROM SOME OF OUR GLOBAL LEADERS



“Successful entrepreneurs
come in all shapes, sizes
genders and ages”

Founding Partner,
500 Startups

Dave McClure



“Getting the right people
on board and keeping
them on board is very
critical to success.”

Co-Founder and
CEO, SEEK Limited

Mr Andrew Bassat



“Trust and integrity are vital
aspects of leadership.”

Co-Chairperson and
CEO, Visy Industries

Mrs Jeanne Pratt AC

A UNIQUE LEARNING EXPERIENCE

Our goal is to make your learning experience as easy and enjoyable as possible.

Study anywhere

Our award-winning learning platform is user-friendly and compatible with any device. And because it's 100% online, you can study absolutely anywhere with an internet connection – from the comfort of home, to a park, café or even on holiday.

Custom study

We offer a structured, supportive study environment with the flexibility of being online. Complete your degree in as little as 18 months or over 5 or even 10 years – whatever suits you.

No exams

We believe in assessments that are as close to the real world as possible. You will be able to create real business plans, marketing plans, project scopes and the like as part of the coursework.

- Learn where and when it suits you
- Ongoing support
- Career advice from industry leaders
- Attend exclusive events
- Interact through online forums

Dücere's content platform, bridging the gap between academia and industry skills

The content platform is a scalable learning tool with continuously expanding online content and functionality. The platform includes a host of learning assets covering a vast range of subjects as well as invaluable insights from hundreds of global leaders and industry experts.

LEARNING IS AS SIMPLE AS 1, 2, 3



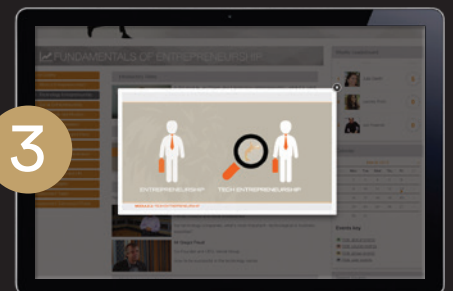
LOG IN

Simply login from any computer or mobile device.



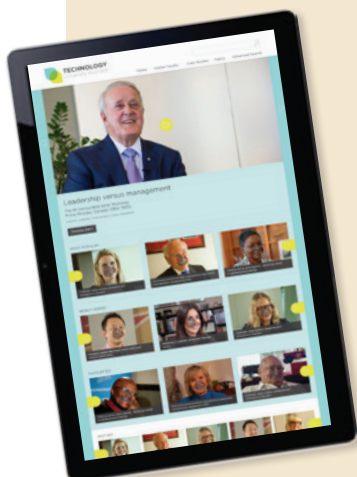
LAUNCH

Easily launch the unit you're working on.



LEARN

Engage with videos, infographics, articles and other tools to get the learning experience that works for you.



ENGAGING DIGITAL CONTENT



Tailor-made animated key concept videos to educate in a captivating way.



Slide decks that are industry relevant but also academic.

Assessment tasks that are applicable to real life situations, allowing you to test your ideas in a safe environment.



Topical Global Leader Faculty videos relevant to all your studies.

All supported by unit introductory videos, interactive platforms, thousands of academic texts from the University of Canberra library, and instructional student resources.

Maintain a great lifestyle and other responsibilities, as you take the next step towards realising your dreams.

- Thorough academic support from a broad range of experts
- Direct phone and email access to a dedicated Student Support team
- Engage in webinars for live interaction with staff
- Focus your assignments on topics that you are interested in

With so much flexibility, support and personalised experience, why would you study any other way?

“The staff at Dūcere have been exceptional and I feel a strong support system from them all.”

Jonathan
Bachelor of Applied Business
(Management)

OUR PARTNERSHIP WITH THE UNIVERSITY OF CANBERRA

We're focused on the future – your future. Which is why we only partner with the best.

The University of Canberra, Australia's Capital University, is a vibrant young university boasting a strong and innovative spirit. They specialise in academic preparation for professional people through internationally recognised qualifications. A focus on developing entrepreneurial capability and preparing graduates for professional roles has made the University of Canberra the ideal partner to deliver four truly innovative Bachelor degrees.

- The 2014 Good Universities Guide has awarded the University of Canberra the maximum five stars for getting a job and graduate outcomes for the 13th year in a row.
- University of Canberra graduates are in high demand with employers across Australia and around the world.
- University of Canberra's 60,000 plus graduates occupy senior positions in diverse industries in Australia and internationally.

A combination of the University of Canberra's academic rigour and Ducere's global expertise will not only lead you to be highly effective within your chosen career, but also make you an attractive employee around the globe – an unmatched competitive advantage.



**RANKED IN THE TOP 4% OF
UNIVERSITIES WORLDWIDE***

*QS 2015 University World Rankings

HEAR FROM SOME OF OUR GLOBAL LEADERS



"I tend to surround myself with people a lot smarter than I am and really absorb a lot of information."

**Chief Executive
Officer, Versal**

Gregor Freund



"Creative thinking is essential in leadership"

CEO, Sony Foundation

Sophie Ryan



"You have to create a vision and then see, live and breathe that vision."

**Frm. Deputy Prime
Minister, Australia**

Hon. Tim Fischer AC

EVENTS AND CAREER DEVELOPMENT

Don't take their word for it, find out for yourself by applying what you learn, as you learn it, within the real world.

An experience to give you the edge: Our degrees are designed to give you more than just an education. Instead, we can provide you with the foundations to become a world leader in your own right.

Throughout your degree, you can:

- Choose to apply your assessment tasks to real life situations
- Have the opportunity to develop a mentor relationship with an industry expert
- Collaborate and engage with a cohort of like-minded students and passionate teachers

In addition to all of this, as part of the Dūcere Alumni you will also gain lifetime access to the insights from new Global Leaders Faculty members, as well as a wide variety of resources you can utilise in your professional career.

Dūcere degrees are designed to give you a learning experience like no other, giving you the a head start to achieving your dreams.

“Learning from real-world experience is a vital ingredient to a successful career. Being a part of the Dūcere Global Leaders Faculty for me, is about sharing the knowledge I have learned that hopefully will assist the next generation of business entrepreneurs.”

CEO, SEEK

Andrew Bassat

“Features a mind-boggling list of Global Faculty.”

The Australian

EXPERIENCE TO GIVE YOU THE EDGE

- Apply what you learn, as you learn it, in a range of applied assignment opportunities
- Build your own venture whilst completing your degree
- Work with business owners on real business challenges
- Develop your own personal networks with influential business leaders and entrepreneurs
- Connect with like-minded people around the globe



The Hon. Julia Gillard with Dean of University of Canberra at Dūcere student event



Dūcere student event with KPMG

GET AHEAD IN WHATEVER PATH YOU CHOOSE WITH A BACHELOR DEGREE

Completing a Bachelor degree with Dūcere is a unique, valuable experience that you can't get elsewhere.

Whether you choose to start your own business or social enterprise, or work with real existing businesses on real business challenges, our degrees will ensure that you get ahead in whatever path you choose.



Build your own business
whilst you study



Learn from over 250 of the
world's best



Join a powerful professional
network and attend exclusive events



Study when it suits you with
HD videos, unmatched academic
support and no exams



Study a curriculum that is modern,
updated and relevant to today



Join an entrepreneurship ecosystem
with innovators, investors
and mentors



Have the option of leaving with
a Higher-Ed diploma or
an Associate degree



Gain guaranteed entry
into our truly innovative
MBA program



Graduate with a globally
recognised degree!

BACHELOR OF APPLIED ENTREPRENEURSHIP

BUILD YOUR OWN BUSINESS AS PART OF YOUR DEGREE

Is this the course for me?

Do you want to build your own successful company and be your own boss? If so, this degree is for you.

Through lessons and insights from self-made millionaires, global business leaders and government officials, you'll develop the skills and understanding you need to build and grow your own successful venture, and become a globally successful entrepreneur.

In this degree you will build your own business to give you first-hand experience. This involves putting into practice the key learning materials.

CORE DETAILS

Key content areas

- Entrepreneurship and innovation
- Leadership and management
- Sales and marketing
- Pitching and presentations
- Investment and fundraising

Key venture-building activities

- Identify and validate opportunities
- Design innovative business models and products
- Build captivating brands
- Run promotional campaigns and events
- Manage customer relationships

Graduate Capabilities

- Identify business opportunities in a variety of contexts
- Rapidly prototype a range of innovative business models
- Effectively validate the potential of entrepreneurial concepts
- Utilise modern technologies to build and grow new ventures
- Work with established organisations to operate more effectively

HEAR FROM SOME OF OUR GLOBAL LEADERS



“I think fundamentally everyone should be an entrepreneur”

Founder, Edgelabs

Simon Spencer

YOU COULD BUILD A VENTURE LIKE...

- A café
- A mobile app
- A fashion and lifestyle company
- A software company
- Any other business you're passionate about!

“This is exactly what I have been looking for in a course... The course is setup with easy to follow steps and the insights from the Global Faculty are inspiring. Well done!”

Jane

Bachelor of Applied Entrepreneurship

BACHELOR OF APPLIED SOCIAL ENTREPRENEURSHIP

CREATE A SOCIAL ENTERPRISE AS PART OF YOUR DEGREE

Is this the course for me?

Are you passionate about changing the world for the better? If so, this degree is for you.

Through lessons from those that have won Nobel prizes for their social enterprise endeavours, and entrepreneurs who have become some of the most successful in the world, you will learn how to build and operate social ventures to create positive social or environmental impact in an area you're passionate about.

Through your studies you will develop your first-hand experience and expertise as you build your own social venture.

CORE DETAILS

Key content areas

- Social entrepreneurship and innovation
- Fundraising
- Social activism
- Stakeholder management
- Corporate social responsibility

Key activities to build your venture

- Design innovative ventures that create positive social impact
- Create social activism campaigns
- Run promotional and fundraising events
- Pitch for support and partnerships with industry partners

Graduate capabilities

- Develop innovative business models that create positive social impact
- Implement socially and environmentally responsible strategies within established organisations
- Effectively grow and manage teams of volunteers and not-for-profit workers
- Facilitate and manage positive change

HEAR FROM SOME OF OUR GLOBAL LEADERS



“We’ve learned that agile, small social enterprises can make more of a difference to peoples lives”

Prime Minister,
Australia (2010-2013)

The Hon. Julia Gillard

YOU COULD BUILD A VENTURE TO ADDRESS...

- Poverty and hunger
- Education
- Climate changer
- Animal rights
- Human rights
- Gender equality

“Dūcere is amazing... everything has been so polished and the staff have been the best.”

Mark

Bachelor of Applied
Entrepreneurship

BACHELOR OF APPLIED BUSINESS IN MANAGEMENT

WORK ON REAL MANAGEMENT CHALLENGES WITH REAL BUSINESSES

Is this the course for me?

Are you aiming to develop a career as a successful business leader, towards becoming the CEO of a global corporation? If so, this course is for you.

Through lessons from leaders of some of the world's most powerful companies, you will learn the classic business fundamentals and how they apply in the modern environment. In addition, you will learn how to effectively lead and manage organisations that must deal with the challenges that come with a highly globalised and diverse digital economy that sees constant change, through the entrepreneurial skills you develop.

This degree will empower you to excel as leader in any field you choose as well as give you first-hand experience in the real world, as you work to improve existing organisations dealing with real challenges.

CORE DETAILS

Key content areas

- Intrapreneurship
- Innovation
- Strategy
- Managing diversity
- Digital operations
- Organisational change

Graduate capabilities

- Identify opportunities for business improvement
- Design strategies to leverage diverse teams from diverse backgrounds
- Utilise modern technologies to maximise effectiveness of organisations
- Through big data and other modern data services, identify trends set to affect organisations
- Implement entrepreneurial approaches and skillsets within established organisations to assist companies in innovation efforts

HEAR FROM SOME OF OUR GLOBAL LEADERS



“...people need to use their education...to create their own jobs”

Founder, Mo Ibrahim Foundation

Dr Mo Ibrahim

YOU COULD PURSUE A CAREER AS...

- An executive manager responsible for the effective operations and success of a large company
- A management consultant working with established organisations who wish to achieve more themselves
- A leader of a start-up company responsible for the successful and sustainable growth of the venture

“I have really appreciated all the wonderful help and guidance... I love that my emails are responded to quickly and I get the help I need”

Rachel

Bachelor of Applied Business (Management). An Australian studying from Singapore.

BACHELOR OF APPLIED BUSINESS IN MARKETING

CAPITALISE ON REAL MARKET OPPORTUNITIES WITH REAL BUSINESSES

Is this the course for me?

Are you interested in how companies grow? Do you want to work as an executive leader and have the opportunity to leverage your creative side as well? If so, this course is for you.

In this course you will learn what it takes for organisations in the fast-paced digital and global economy to thrive through building effective, profitable relationships with customers. Gain insights from entertainment magnates and Fortune 500 CEOs, as you develop your skills to fuse the best of creative thinking and business strategy towards becoming a successful marketing leader.

This degree will empower you to work with organisations of any size and age as a marketing professional, utilising the entrepreneurial skills you develop to assist them in achieving business and brand growth.

CORE DETAILS

Key content areas

- Entrepreneurship
- Innovation
- Marketing and sales
- Branding
- Communications
- Digital marketing and media

Graduate capabilities

- Fuse the best modern technologies to design marketing strategies that are effective in the digital economy
- Design powerful customer engagement strategies utilising social media and other digital tools
- Develop strategies to rapidly build effective brands
- Understand how to work with teams of diverse backgrounds
- Design culturally sensitive global growth strategies
- Understand the impact and opportunity global trends can have on local business

HEAR FROM SOME OF OUR GLOBAL LEADERS



“Business and success is not without risk,... if you’re going to be successful, you have to take risks”.

Co-Founder, SEEK
Matt Rockman

YOU COULD PURSUE A CAREER AS...

- A product manager responsible for designing and launching exciting new products to market
- A brand manager responsible for building and maintaining powerful reputation
- A Chief Marketing Officer responsible for the overall growth strategies of large corporations

“I love the contact I have been receiving, I don’t feel I’ve been forgotten now that I have enrolled. I also love that the lecturers action the feedback they receive.”

Sheree
Bachelor of Applied Business
(Marketing)

TAKE THE NEXT STEP IN YOUR CAREER

After completing a Dūcere degree, you'll have a guaranteed place in our MBA.

Dūcere and the University of Canberra deliver a groundbreaking MBA, offering an industry focused learning experience like no other.

This course will provide real-world learning through invaluable industry engagement underpinned by traditional academic rigour.

- **Groundbreaking project learning model:** Take a holistic approach to complex and essential academic concepts by solving real industry problems.
- **Unparalleled industry engagement:** Work with three different MBA Industry Partners to complete real industry projects and develop invaluable skills.
- **Most successful and comprehensive Global Faculty:** Learn key MBA concepts from prime ministers, business leaders, and other international experts, with exclusive lessons from Dūcere's incredible Global Faculty.
- **Academic rigour without exams:** Be supported by academic experts as you learn and apply core MBA concepts through industry projects and portfolio assignments.
- **Powerful networking opportunities:** Build long-lasting networks with current and future industry leaders through project work and exclusive MBA events.
- **Flexible delivery:** Have the flexibility of online delivery, while still enjoying the opportunity to work collaboratively with peers and industry partners.
- **12-month completion:** Complete the course in your own timeframe, with the flexibility to graduate from 12 months, to three years.
- **Unique value:** Achieve highly significant career development through this groundbreaking MBA qualification at a highly accessible price.

“Australia’s most innovative new MBA...”

The Financial Review



“The University of Canberra is well known for its creativity and innovation. In launching the new MBA Innovation and Leadership with our partner, Dūcere, the University is building on this reputation, offering what is undoubtedly the most original course for the managers of our future. It is a game changer for management education in Australia.”

**Former Vice-Chancellor,
University of Canberra**
Prof. Stephen Parker AO



“By partnering with a highly reputable institution like the University of Canberra, we are able to provide a platform to deliver a truly world-class and innovative MBA.”

Founder, Dūcere
Mathew Jacobson

STUDY NOW PAY LATER

All our Bachelor degrees are eligible for HECS-HELP. This means you pay nothing upfront.

What is HECS-HELP?

Through HECS-HELP, the government pays the cost of your course. You start repaying your loan through the tax system once you earn more than the compulsory repayment threshold of \$54,126* a year.

Am I eligible?

To apply for HECS-HELP you must:

- Be an Australian citizen OR hold a permanent humanitarian visa;
- Have a Tax File Number;
- Have a Commonwealth Higher Education Student Support Number;
- Not exceed your 2015 HECS-HELP loan limit of \$96,000*.

Commonwealth Supported Place (CSP)

Government contribution of \$8,000 to total course fee. Available for Australian and New Zealand citizens, permanent residents.

How do I apply?

Once you're ready to take the plunge, our enrolment advisors will talk you through the simple online application process.

How do I repay my loan?

HECS-HELP repayments are based on how much you earn, NOT the loan amount, and are deducted by the ATO either weekly, fortnightly, monthly or yearly.

What if I have more questions?

For more information about HECS-HELP, visit studyassist.gov.au.

*Figures are according to the 2015 HECS-HELP booklet.
Visit studyassist.gov.au for the most up-to-date information.

"The information presented is very captivating and I am enjoying Uni for the first time!"

Danielle

Bachelor of Applied Entrepreneurship



"...multitude of world leaders whose leadership lessons form part of the curriculum of web-based management school, Dūcere."

The Age



"Global Faculty talk about real-world issues and experiences they've been involved in."

The Australian



EMPOWERING YOUNG MINDS

Imagine making a life-changing difference to a child in need. By enrolling into our MBA, you're directly empowering a child to learn and lead.

Just by choosing to study at Dūcere, you'll help transform the futures of children across many African nations.

The Dūcere Foundation is fully funded through proceeds from Dūcere, and empowers African children to learn, lead and dream.

We believe that every child has a spark of great potential, and it takes education and inspiration to set that spark alight.

By improving the quality of public education in programs across Africa, we're creating immediate and sustainable change in communities that need it most.

We partner with local governments, universities, businesses and NGOs to deliver three key programs.

School Improvement Program

We place university graduates as mentors in schools. They focus on mentoring in English, Maths and Science, in innovative and engaging ways.

Peace Program

We support children to become advocates for positive change in their communities. Our Peace Centres and Peace Clubs provide a unique space for students to share ideas and promote the power of peace.

Dūcere Publishing

Children are extraordinary storytellers. By publishing and distributing African children's stories, we encourage young imaginations to flourish, and preserve cultural traditions. Over 100,000 stories have been distributed, written by children in Zambia, Ghana, Kenya, Botswana, Tanzania and Uganda, with many more to come.

*Di Fleming,
Executive Director,
Dūcere Foundation*



Leon Kempler OAM, Chairman, and Di Fleming, Executive Director, Dūcere Foundation



Mathew Jacobson, Founder and CEO, Dūcere



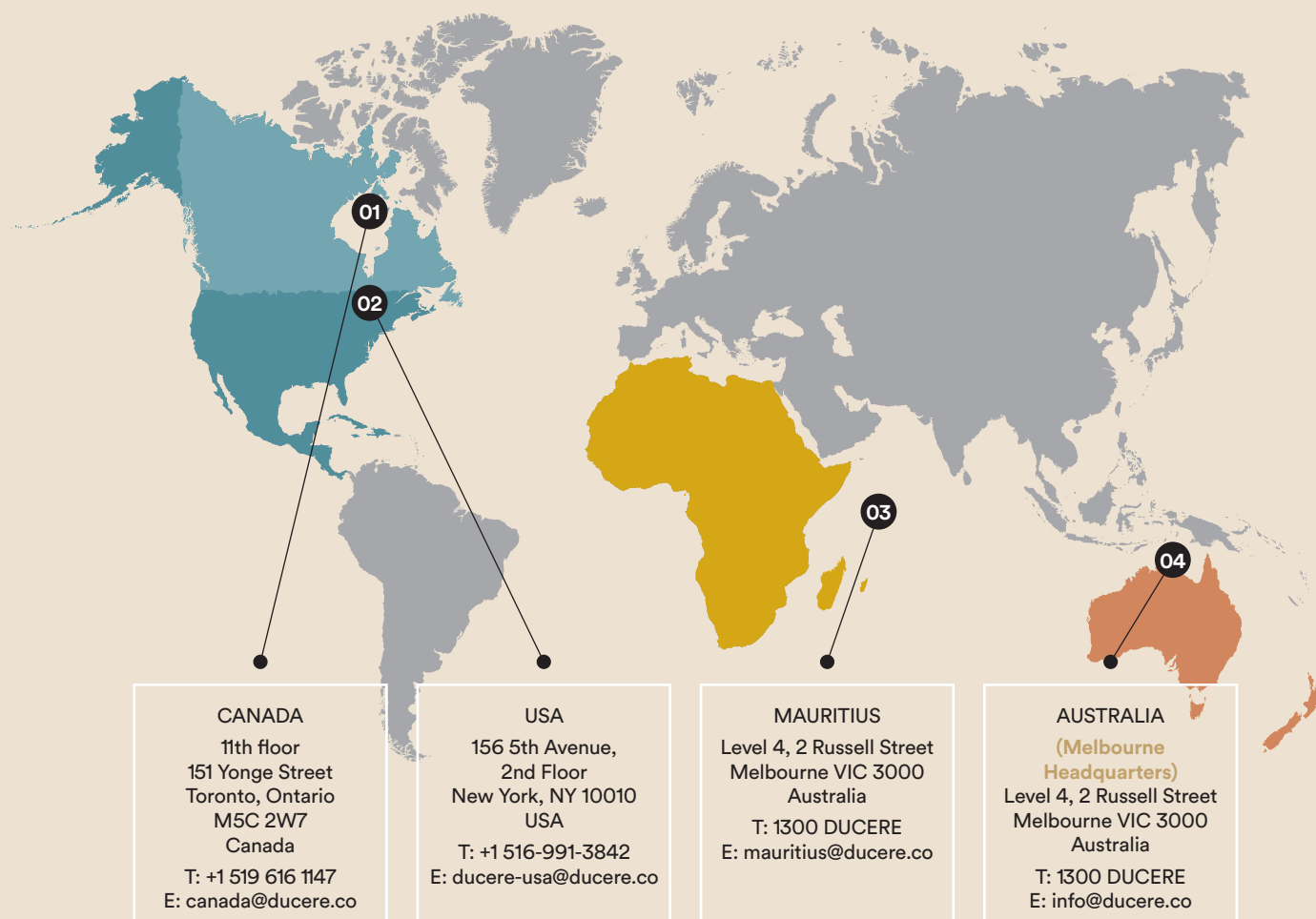
Sir Ketumile Masire GCMG, Patron, and Josh Liberman, Co-Founder and Director, Dūcere



DŪCERE IN THE MEDIA



OUR GLOBAL OFFICES



DŪCERE AT A GLANCE

- Accredited by University of Canberra
- Learn from Global Leaders
- Industry recognised
- Unmatched support network
- Study now – pay later
- Flexible study time, learn when you can
- Award winning learning management system
- Graduate in as little as 18 months
- Pathway to MBA
- Develop fundamental entrepreneurial skills

BACHELOR EVENTS



Entrepreneurship workshop






Melbourne study session

“The system in place and your procedures have really been supportive and empowered my faith in the evolved education system through providers like Ducere Business School.”

Rashid,
Bachelor of Applied Entrepreneurship

COURSE ENQUIRIES

-  bachelors@ducere.edu.au
-  ducere.edu.au/bachelor-degrees
-  +61 3 8687 5262

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