

■ Undergraduate and TAFE

# Business, Commerce and Management

[swinburne.edu.au](http://swinburne.edu.au)

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UNIVERSITY OF  
TECHNOLOGY

ACCOUNTING  
ADVERTISING  
ADMINISTRATION  
COMMERCIAL LAW  
FINANCE  
HUMAN RESOURCES  
LEGAL PRACTICE  
LOGISTICS  
MARKETING  
PROJECT MANAGEMENT  
REAL ESTATE

# Be the driver of business success

With a targeted suite of quality, professionally oriented business programs, Swinburne will equip you with a diverse range of theoretical knowledge and practical skills to prepare you for the demands of tomorrow's business world. As a business, commerce or management graduate, you will step out of Swinburne and into a world of wide-ranging career opportunities.

One of the major advantages of these qualifications is that you'll be able to put them to use anywhere, in just about any industry. You'll develop the types of skills and knowledge valued by organisations of all sorts, whether they trade shares in Hong Kong or raise funds for charity in Melbourne.

You'll learn organisational capabilities, while building on your creativity and resourcefulness. But it's not all about generic skills. The breadth of course options lets you delve deeper into the areas that interest and excite you.

Courses within these disciplines are also ideal if you're looking to start your own business, sharpen existing knowledge or upgrade your skill set to move into a more senior position.

## You may enjoy a career in business, commerce and management if you're interested in:

- people and society
- making things happen
- consumers and their buying habits
- markets and marketing
- economies and how they function
- starting or owning your own business
- running a business of any size
- travel
- meeting new people and discovering new places.

## A Swinburne business, commerce and management course can help you to build your skills in:

- communication
- presenting to an audience
- leadership
- empowering others
- creative thinking
- establishing rapport with a range of people
- analysing and solving problems in a logical manner
- organising
- multi-tasking
- professional and ethical conduct
- attention to detail and accuracy
- working independently
- IT
- project management
- managing change
- understanding the social, business and natural environment
- training and assessment.



## Study abroad

Swinburne offers an extensive range of international study opportunities for both TAFE and degree students.

For more information visit [www.swinburne.edu.au/abroad](http://www.swinburne.edu.au/abroad)



## How we prepare you for your career

Swinburne works closely with industry groups to develop course content, which means we understand exactly what employers are looking for and can ensure the skills you learn are those employers want.

Our teachers are experienced in their industries and experts in their field, so you get the best possible chance to be skilled in the very qualities employers look for. What's more, our involvement with industry and constant monitoring of employment trends means our courses address skills shortage areas, meaning when you graduate you're likely to be highly employable.

# Courses at a glance

KEY									
ATAR		PREREQUISITES		CAMPUSES		DURATION		APPLY	
n/a	Data not available	MATH METH	Mathematical Methods	C	Croydon	Courses are full-time or part-time in years, unless specified as months or weeks.		V	VTAC
RC	Range of criteria			H	Hawthorn			D	Direct
				L	Lilydale	m	Months		
				OC	Off-campus	w	Weeks		
				OL	Online	F	Full-time		
				P	Prahran	P	Part-time		
				W	Wantirna				
				WP	Workplace				

STUDY AREA	COURSE	ATAR	PREREQUISITES	CAMPUS	DURATION	APPLY	PAGE
<b>BUSINESS, COMMERCE AND MANAGEMENT – UNIVERSITY DEGREES</b>							
Accounting and Finance	Bachelor of Business (Accounting)	60.45	20 in English (any)	L	3F 6P	D or V	9
	Bachelor of Commerce (Accounting)	66.55	20 in English (any)	H	3F 6P	D or V	10
	Bachelor of Commerce (Accounting and Finance)	70.20	20 in English (any)	H	3F 6P	D or V	10
Advertising	Bachelor of Business (Advertising)	59.90	20 in English (any)	L	3F 6P	D or V	11
Aviation Management	Bachelor of Aviation (Management)	70.60	20 in English (any) and MATH METH (either)	H	3F 6P	D or V	11
Aviation Management/ Commerce	Bachelor of Aviation (Management)/Bachelor of Commerce	70.60	20 in English (any) and MATH METH (either)	H	4F 8P	D or V	12
Business	Bachelor of Business	55.20	20 in English (any)	L	3F 6P	D or V	12
Business Administration	Bachelor of Business Administration	New	20 in English (any)	H, L, P	3F 6P	D or V	13
Business Analysis	Bachelor of Business (Business Analysis)	n/a	20 in English (any)	L	3F 6P	D or V	14
Business/ Communication	Bachelor of Business/Bachelor of Communication	70.80	20 in English (any)	L and P	4F 8P	D or V	14
Business/ Social Science	Bachelor of Business/Bachelor of Social Science	77.80	20 in English (any)	L	4F 8P	D or V	14
Commerce	Bachelor of Commerce	65.00	20 in English (any)	H	3F 6P	D or V	15
Commerce/Italian	Bachelor of Commerce (Italian)	70.60	20 in English (any)	H	3F 6P	D or V	16
	Bachelor of Commerce/Bachelor of Arts (Italian)	70.60	20 in English (any)	H	4F 8P	D or V	16
Commerce/Japanese	Bachelor of Commerce (Japanese)	70.00	20 in English (any)	H	3F 6P	D or V	17
	Bachelor of Commerce/Bachelor of Arts (Japanese)	70.00	20 in English (any)	H	4F 8P	D or V	17
Commercial Law	Bachelor of Commerce (Commercial Law)	73.00	20 in English (any)	H	3F 6P	D or V	18
Entrepreneurship and Innovation	Bachelor of Commerce (Entrepreneurship and Innovation)	73.90	20 in English (any)	H	3F 6P	D or V	19
Finance	Bachelor of Business (Finance)	n/a	20 in English (any)	L	3F 6P	D or V	20
	Bachelor of Commerce (Finance)	70.45	20 in English (any)	H	3F 6P	D or V	20
Human Resources	Bachelor of Business (Human Resource Management)	57.25	20 in English (any)	L	3F 6P	D or V	23
	Bachelor of Commerce (Human Resource Management)	67.10	20 in English (any)	H	3F 6P	D or V	23
International Business	Bachelor of Commerce (International Business)	71.70	20 in English (any)	H	3F 6P	D or V	24
Management	Bachelor of Business (Management)	55.20	20 in English (any)	L	3F 6P	D or V	26
	Bachelor of Commerce (Management)	72.00	20 in English (any)	H	3F 6P	D or V	26
Marketing	Bachelor of Business (Marketing)	55.05	20 in English (any)	L	3F 6P	D or V	27
	Bachelor of Commerce (Marketing)	66.35	20 in English (any)	H	3F 6P	D or V	28
Public Relations	Bachelor of Business (Public Relations)	55.80	20 in English (any)	L	3F 6P	D or V	29
Dean's Scholarship	Dean's Commerce Scholars Program	RC	Minimum ATAR of 85.00	H	Varies	V	31
	Dean's Scholarship – Faculty of Higher Education, Lilydale	89.90	Minimum ATAR of 88.00	L	Varies	V	31
Vice-Chancellor's Scholarship	Vice-Chancellor's Scholarship – Business and Commerce	n/a	Minimum ATAR of 97.00	H, L	Varies	V	31

# Courses at a glance

*continued*

KEY									
ATAR		PREREQUISITES		CAMPUSES		DURATION		APPLY	
n/a	Data not available	MATH METH	Mathematical Methods	C	Croydon	Courses are full-time or part-time in years, unless specified as months or weeks.		V	VTAC
RC	Range of criteria			H	Hawthorn			D	Direct
				L	Lilydale	m	Months		
				OC	Off-campus	w	Weeks		
				OL	Online	F	Full-time		
				P	Prahran	P	Part-time		
				W	Wantirna				
				WP	Workplace				

STUDY AREA	COURSE	ATAR	PREREQUISITES	CAMPUS	DURATION	APPLY	PAGE
<b>BUSINESS, COMMERCE AND MANAGEMENT – TAFE COURSES</b>							
<b>Accounting and Finance</b>	Advanced Diploma of Accounting incorporating a Diploma and Certificate III	RC	VCE or mature age	H, W	1.5F 3P	D or V	9
	Certificate III in Financial Services (Accounts Clerical)	RC	VCE or mature age	H, W	6mF	D	9
<b>Advertising</b>	Advanced Diploma of Advertising incorporating a Diploma and Certificate IV	RC	VCE or mature age	P	1.5F	D or V	10
<b>Bookkeeping</b>	Certificate IV in Financial Services (Bookkeeping)	RC	Relevant experience	C, OL	6mP	D	12
<b>Business Administration</b>	Diploma of Business Administration incorporating Certificate IV	RC	VCE or mature age	H, W	1F 2P	D or V	13
<b>Conveyancing</b>	Diploma of Financial Services (Conveyancing)	RC	None	P, W	1P	D	18
<b>Educational Practice</b>	Certificate IV in Career Development	RC	Industry experience	OL	6mF 2P	D	18
	Certificate IV in Training and Assessment	RC	None	H, L P, W, WP	3–6mP	D	19
	Diploma of Vocational Education and Training Practice	RC	See course entry	W, WP	12mP	D	19
<b>Frontline Management</b>	Certificate IV in Frontline Management	RC	VCE or mature age	H, P, OL, W	6mF 1.5P	D or V	21
<b>Government</b>	Certificate IV in Government	RC	Employment in industry	H	8mP	D	21
<b>Hairdressing Management</b>	Diploma of Hairdressing Salon Management	RC	VCE, mature age or industry experience	P	6mF 1P	D	21
<b>Human Resources</b>	Certificate IV in Human Resources	RC	VCE or mature age	H, L, OL	1F 2P	D or V	21
	Diploma of Human Resources Management incorporating Certificate IV	RC	VCE or mature age	H, L, OL, WP	1F 2P	D or V	22
	Diploma of Human Resources Management/ Diploma of Sustainability incorporating a Certificate IV	RC	VCE or mature age	H, L, WP	1F 2P	D or V	22
<b>International Business</b>	Advanced Diploma of International Business incorporating a Diploma and Certificate IV	RC	VCE or mature age	H	1.5F	D or V	24
<b>Legal Practice</b>	Advanced Diploma of Legal Practice	RC	VCE or mature age	H, W	2F	D or V	25
<b>Library/Information Services</b>	Diploma of Library/Information Services incorporating Certificate III and IV	RC	VCE or mature age	P, OL	1.5F 3P	D or V	25
<b>Logistics</b>	Diploma of Logistics	RC	Relevant experience	H, WP	1P	D	25
<b>Management</b>	Diploma of Management incorporating a Certificate IV in Frontline Management	RC	VCE or mature age	H, P, W	1F 3P	D or V	26
<b>Marketing</b>	Diploma of Marketing	RC	Mature age with industry experience	H	1P	D	27
	Advanced Diploma of Marketing incorporating a Diploma and Certificate IV	RC	VCE or mature age	H	1.5F	D or V	27
<b>Medical Administration</b>	Certificate III in Business Administration (Medical)	RC	None	W	12mP	D	28
<b>Project Management</b>	Certificate IV in Project Management	RC	Mature age working in industry	H, P, OL, WP	6mP	D	28
	Diploma of Project Management	RC	Mature age with industry experience	H, P, W, OL, WP	1P	D	29
<b>Public Relations</b>	Advanced Diploma of Business (Public Relations) incorporating a Diploma	RC	VCE or mature age	P	2F 4P	D or V	29
<b>Real Estate</b>	Course in Real Estate Agents' Representative	RC	18 years and industry employed	C, P, W, OL	2wF 6wP	D	30
	Certificate IV in Property Services (Real Estate)	RC	Course in Real Estate Agents' Representative	C, P, OL	21wP	D	30
<b>Retail Management</b>	Advanced Diploma of Retail Management incorporating a Diploma and Certificate IV	RC	Relevant experience/ qualifications and VCE or mature age	P, OL	2F 4P	D or V	30
<b>Small Business Management</b>	Certificate IV in Small Business Management	RC	None	H, W	1–2P	D	31

# University

**Swinburne's personalised approach to learning puts you at the heart of everything we do. Our degrees give you the skills you need – not just the theory – so you'll have first-hand knowledge of what's needed when you start work. Our flexible course structure lets you shape your education to suit your own aspirations.**

## Swinburne's Professional Learning Model

Our Professional Learning Model lets you learn by doing and prepares you for professional life after university. We give you strong career skills, up-to-date knowledge of your chosen profession and as much exposure to the real world as possible as you study for your degree.

## Flexible course structure

Our flexible course structure allows you to add depth and breadth to your degree, by letting you choose from an extensive range of subjects from different disciplines.

## Majors

Most three-year degrees at Swinburne comprise 24 units of study. You undertake the majority of these units in your primary area of study, which becomes your major.

Your major allows you to broaden your knowledge in a particular area. The number of subjects in a major may vary between courses.

## Minors

A minor is a set of subjects (shorter than a major) studied throughout a degree. The number of subjects in a minor may vary between courses.

Studying a minor will allow you to expand your career options by adding another area of expertise. You can also add depth to your qualification by studying units related to your major.

## Elective units

The remaining units that make up your degree are called elective units, which you can use to explore related or non-related areas of interest.

Depending on your course structure and timetable availability, you may be able to use these units to complete a double major, a major and a minor, or a major with two minors.

Please note that some four-year degrees may not offer the same flexibility.

## Summer and Winter terms

Swinburne's Summer and Winter terms give you the flexibility to spread out your study load to fit around your work and life commitments or finish your course sooner. You can also\*:

- add breadth or depth to your degree by completing a minor
- undertake single units of study to explore areas of interest
- take a study tour to Kuching, Malaysia, home to Swinburne's Sarawak campus.

[www.swinburne.edu.au/summer-winter](http://www.swinburne.edu.au/summer-winter)

*\* Some of these options may not be available for all programs.*

## Industry-Based Learning

Swinburne's Industry-Based Learning (IBL) program gives you real-world experience during your undergraduate degree. IBL is a six- or 12-month paid work placement in the industry you're interested in pursuing as a career path. It is an opportunity to gain real-life experience in your chosen field.

IBL gives you a distinct advantage over other graduates. Combining tertiary qualifications with practical experience can better prepare you for the opportunities and challenges of professional life, and allow you to develop practical skills and an understanding of how your chosen industry works.

*Please note: IBL is not available to international students due to student visa conditions.*

## Final-year Capstone Projects

Capstone Projects are professionally focused, real-world team projects normally completed in your final year of study.

Capstone Projects give you a chance to identify your strengths and develop the skills you will need to succeed once you graduate.

[www.future.swinburne.edu.au/capstone](http://www.future.swinburne.edu.au/capstone)

## Careers in the Curriculum

Swinburne's free Careers in the Curriculum program helps you develop your career-planning skills. You will develop a personal study and career plan and explore available job options, while also getting invaluable practical advice on job applications, résumé preparation and interviews.

[www.future.swinburne.edu.au/careers](http://www.future.swinburne.edu.au/careers)



# TAFE

**Whether you are a young person preparing for your first job or an older person looking to re-train or take the first step in a career change, TAFE could be the right choice for you. TAFE courses help you to build the practical skills and technical expertise that make you employable.**

At Swinburne, we offer TAFE practicality with the support of a top-ranking university environment. And with flexible study options including online, blended learning programs (a combination of on- and off-campus study), workplace delivery and part-time study, our TAFE courses can fit in with your life and work.

## Choosing the right qualification

The course you choose depends on your current level of knowledge and what you want to achieve. It is also possible to pathway between levels as your skills and knowledge grow.

### Foundation level

If you left school before completing Year 12 or missed out on the basics, a foundation course may suit you.

### Certificate I and II

Courses at this level provide basic training in a specific industry area. The courses aim to get you started in an industry or provide the specific skills your employer wants. Many Certificate I and II courses are pre-apprenticeships.

### Certificate III and IV

Certificate III and IV courses provide entry into various trades, traineeships or other jobs that require skills and knowledge beyond a basic level.

### Diploma and advanced diploma

Courses at this level help you to progress to a university degree or get started in a paraprofessional job. Or they might give you the skills to get a promotion, or the confidence to handle increased expectations at work.

## Preparation for your career

Swinburne's TAFE graduates are in demand by employers because they are industry ready. During your course, you'll work to real-world expectations, using the equipment and technology you'll encounter once you start your job.

All of our programs have work-based elements, which can include work placements and projects, work scenarios and simulations to ensure you are work ready.



## University study skills

If you decide to progress from a TAFE diploma or advanced diploma course to a university degree, to help you make a successful transition Swinburne offers a program in Advanced University Study Skills. The program is designed to help you familiarise yourself with the typical study skills needed to best manage the pressures and challenges of degree-level study.

For more information visit [www.swinburne.edu.au/uniskills](http://www.swinburne.edu.au/uniskills)

# Pathways from TAFE to degree courses

Offering both TAFE and bachelor degree courses, Swinburne makes it easy to pathway from TAFE to a degree course while ensuring that you get the maximum benefit from your previous studies.

## Guaranteed Entry Scheme

The Guaranteed Entry Scheme (GES) gives Swinburne diploma and advanced diploma students guaranteed entry into a selected range of Swinburne undergraduate degree courses. You'll receive credit for your studies, fast-tracking you into later stages of the degree.

Depending on the TAFE program you complete, you can choose from a selected range of undergraduate degrees. For a guide to the available degrees, see the table below, or for a full listing refer to [www.swinburne.edu.au/ges](http://www.swinburne.edu.au/ges)

## Pathways Direct

If you meet the entry requirements, you may be eligible to pathway into university via the Pathways Direct Scheme, which opens up a greater number of courses and specialisations to you. The level of credit granted depends on the relevance of your TAFE qualification to the degree program you are enrolling in. Refer to the table below for a guide to the maximum credit exemptions you may receive. Preference for entry into a degree course is given to those with a credit grade average (65% or above) and no fails in their final year of study.

## Credit transfer

If you have completed a qualification at another Australian or international institution you may be eligible to receive credit and enter a degree with advanced standing. To find out if you are eligible, speak to an adviser on 1300 275 794.

KEY	
H	Hawthorn
L	Lilydale
P	Prahran
W	Wantirna
OL	Online
GES	Guaranteed Entry Scheme
PD	Pathways Direct

TAFE COURSE	CAMPUS	UNIVERSITY DEGREE	CAMPUS	PATHWAY SCHEME	MAXIMUM UNIT EXEMPTION	MINIMUM TIME TO COMPLETE DEGREE
<b>BUSINESS, COMMERCE AND MANAGEMENT</b>						
Advanced Diploma of Accounting	H, W	Bachelor of Business (Accounting)	L	GES	12 units	1.5 yrs
		Bachelor of Business (Finance)	L	GES	12 units	1.5 yrs
		Bachelor of Commerce (Accounting)	H	GES	12 units	1.5 yrs
		Bachelor of Commerce (Finance)	H	GES	11 units	1.5 yrs
		Bachelor of Social Science	L	GES	12 units	1.5 yrs
Advanced Diploma of Advertising	P	Bachelor of Business (Advertising)	L	GES	12 units	1.5 yrs
		Bachelor of Commerce	H	PD	10 units	2 yrs
		Bachelor of Social Science	L	GES	12 units	1.5 yrs
Advanced Diploma of Business (Legal Practice)	H, W	Bachelor of Business	L	GES	12 units	1.5 yrs
		Bachelor of Commerce	H	PD	10 units	2 yrs
		Bachelor of Social Science	L	GES	12 units	1.5 yrs
Advanced Diploma of Business (Public Relations)	P	Bachelor of Business (Public Relations)	L	GES	12 units	1.5 yrs
		Bachelor of Commerce	H	PD	9 units	2 yrs
		Bachelor of Social Science (Public Relations)	L	GES	12 units	1.5 yrs
Advanced Diploma of International Business	H, W	Bachelor of Business	L	GES	12 units	1.5 yrs
		Bachelor of Commerce (International Business)	H	GES	12 units	1.5 yrs
		Bachelor of Social Science	L	GES	12 units	1.5 yrs
Advanced Diploma of Marketing	H, P, W	Bachelor of Business (Marketing)	L	GES	12 units	1.5 yrs
		Bachelor of Commerce (Marketing)	H	GES	12 units	1.5 yrs
		Bachelor of Social Science	L	GES	12 units	1.5 yrs
Diploma of Accounting	H, W	Bachelor of Business (Accounting)	L	GES	8 units	2 yrs
		Bachelor of Commerce	H	GES	8 units	2 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs

# Pathways from TAFE to degree courses *continued*

KEY	
H	Hawthorn
L	Lilydale
P	Prahran
W	Wantirna
OL	Online
GES	Guaranteed Entry Scheme
PD	Pathways Direct

TAFE COURSE	CAMPUS	UNIVERSITY DEGREE	CAMPUS	PATHWAY SCHEME	MAXIMUM UNIT EXEMPTION	MINIMUM TIME TO COMPLETE DEGREE
Diploma of Advertising	P	Bachelor of Business (Advertising)	L	GES	8 units	2 yrs
		Bachelor of Commerce	H	GES	8 units	2 yrs
		Bachelor of Communication (Advertising)	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs
Diploma of Business Administration	H, W	Bachelor of Business	L	GES	8 units	2 yrs
		Bachelor of Business Information Systems	H	GES	8 units	2 yrs
		Bachelor of Commerce	H	GES	8 units	2 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs
Diploma of Financial Services (Conveyancing)	P, W	Bachelor of Business (Finance)	L	GES	8 units	2 yrs
		Bachelor of Commerce (Finance)	H	GES	6 units	2.5 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs
Diploma of Human Resource Management	H, L	Bachelor of Business (Human Resource Management)	L	GES	8 units	2 yrs
		Bachelor of Commerce (Human Resource Management)	H	GES	8 units	2 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs
Diploma of International Business	H, W	Bachelor of Business	L	GES	8 units	2 yrs
		Bachelor of Commerce	H	GES	8 units	2 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs
Diploma of Management	H, P, W	Bachelor of Business (Management)	L	GES	8 units	2 yrs
		Bachelor of Commerce (Management)	H	GES	8 units	2 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs
Diploma of Marketing	H	Bachelor of Business (Marketing)	L	GES	8 units	2 yrs
		Bachelor of Commerce (Marketing)	H	GES	8 units	2 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs
Diploma of Project Management	H, P, W, OL	Bachelor of Business	L	GES	8 units	2 yrs
		Bachelor of Commerce	H	GES	8 units	2 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs
Diploma of Retail Management	P, OL	Bachelor of Business	L	GES	8 units	2 yrs
		Bachelor of Commerce	H	GES	8 units	2 yrs
		Bachelor of Communication	L	GES	8 units	2 yrs
		Bachelor of Social Science	L	GES	8 units	2 yrs

Note: This table is a guide only. Please see [www.swinburne.edu.au/pathways](http://www.swinburne.edu.au/pathways) for the most up-to-date information.

## Course information

- T** TAFE course
- U** University degree

### Accounting and Finance

#### Certificate III in Financial Services (Accounts Clerical) **T**

**Campus:** Hawthorn, Wantirna

**Duration:** Six months full-time

**Prerequisites:** Satisfactory completion of Year 12 or its equivalent, or mature age

**Application:** Direct

You will receive practical training in basic manual and computerised accounting, computing, workplace communications, as well as skills in the preparation of basic business activity statements (BAS) and instalment activity statements (IAS). You will also gain a general knowledge of the GST and other state taxes.

#### Major study areas

- Document production
- Computerised accounting
- Accounting fundamentals
- BAS preparation

#### Career opportunities

You will develop skills for employment as an accounts receivable or accounts payable clerk, basic bookkeeper or payroll cashier.

A Certificate IV in Financial Services (Accounting) is available by online study.

#### Advanced Diploma of Accounting incorporating a Diploma and Certificate III **T**

**Campus:** Hawthorn, Wantirna

**Note:** Some units may be offered online.

**Duration:** Eighteen months full-time or equivalent part-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** Hawthorn: 77201 (VGF), 77204 (FTDP); Wantirna: 71231 (VGF), 71234 (FTDP)

This course provides students with the opportunity to enhance and refine their knowledge and skills in manual and computerised bookkeeping, financial reporting, costing, budgeting, taxation, financial accounting, auditing and financial management.

#### Major study areas

- Taxation
- Auditing
- Management accounting
- Financial accounting

#### Career opportunities

Employment may be found in a variety of professional accounting positions such as assistant accountant in medium to large organisations.

#### Professional recognition

Graduates are eligible for membership of the National Institute of Accountants (NIA).

#### Bachelor of Business (Accounting) **U**

**Campus:** Lilydale

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35021 (CSP), 35023 (IFP)

**2011 Round 1 Clearly-in ATAR:** 60.45

Accounting is the basic language of business. You will learn to use accounting systems to record and analyse business activities, use financial statements to guide investment decisions and use information from cost accounting systems to make decisions, price products, develop operating strategies and evaluate business performance. This professionally accredited course provides you with a formal qualification and the competence and confidence to assume entry roles in accounting practice.

#### Major study areas

In this course you will undertake a major in accounting and combine it with a minor plus two elective units. You can choose from a range of minors and electives that add depth or breadth to your degree.

The major study areas include the following:

- Taxation
- Financial planning
- Business systems
- Auditing
- Company law
- Corporate accounting
- Economics
- Management

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

#### Career opportunities

An accounting degree can be your ticket to any position, anywhere in the vast, modern global market. You can find work in professional accounting practices and consultancies, funds management, general management or financial planning.

#### Professional recognition

Graduates may be eligible to apply for membership with CPA Australia (CPAA), the Institute of Chartered Accountants of Australia (ICAA), the Institute of Internal Auditors (IIA), the National Institute of Accountants (NIA), the Chartered Institute of Management Accountants (CIMA) and the Association of Chartered Certified Accountants (ACCA).

### Industry-Based Learning is available in most degree programs.

Visit [www.swinburne.edu.au/ibl](http://www.swinburne.edu.au/ibl) for further information.

## Course information

- T** TAFE course
- U** University degree

### Accounting and Finance *continued*

#### Bachelor of Commerce (Accounting) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34181 (CSP), 34183 (IFP)

**2011 Round 1 Clearly-in ATAR:** 66.55

Accounting is more than just 'number crunching' – it is the language of business. Accountants inform key business decisions and those who are talented often progress to senior management or board positions. An accounting degree can be your ticket to any position, anywhere in the modern global market. This course is designed to equip you with the skills needed for a career in accounting and beyond.

#### Major study areas

You will be required to undertake an accounting major and combine it with six other units that add depth or breadth to your degree. Alternatively you may choose to undertake a commercial law or management co-major designed specifically for accounting students.

The major study areas include the following:

- Accounting
- Business
- Management
- Business law
- Auditing
- Taxation
- Company law
- Finance

#### Career opportunities

After experience as either a graduate accountant or within a professional accounting practice, many new, varied and exciting career paths could open up for you in general consultancy, management or financial planning roles. Some of the roles you could take on include financial accountant, management accountant, business analyst, auditor, fund accounting officer, taxation accountant and chief financial officer.

#### Professional recognition

Graduates are eligible to apply for membership of CPA Australia (CPAA), the Institute of Chartered Accountants in Australia (ICAA), the Association of Chartered Certified Accountants (ACCA) and the National Institute of Accountants (NIA).

#### Bachelor of Commerce (Accounting and Finance) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34201 (CSP), 34203 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.20

Accounting and finance professionals are in high demand, and this course is designed specifically to ensure that you are prepared for a leading-edge career.

Your studies will introduce the concepts of accounting, management, statistics, microeconomics, business law and information systems. You will be well-equipped to enter the global, challenging and dynamic industries of accounting, banking and finance.

#### Major study areas

- Accounting
- Statistical and business analysis
- Business law
- International finance
- Finance law
- Auditing
- Financial accounting
- Banking

#### Career opportunities

This course prepares graduates for careers in the accounting, investment and finance industries. You may find employment with small or large companies worldwide, including private practices, government-owned entities and banks. Possible roles include graduate accountant, account manager, auditor, fund accounting officer, taxation agent, merchant banker, corporate treasurer, investment banker and financial adviser.

#### Professional recognition

Graduates may be eligible to apply for membership of CPA Australia (CPAA), the Institute of Chartered Accountants in Australia (ICAA), the Association of Chartered Certified Accountants (ACCA) and the National Institute of Accountants (NIA).

### Advertising

#### Advanced Diploma of Advertising incorporating a Diploma and Certificate IV **T**

**Campus:** Prahran

**Duration:** Eighteen months full-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** 78091 (VGF), 78094 (FTDP)

You will learn about generic business management and operations with advertising-specific skills and knowledge. You will develop professional skills in areas such as media (including digital and social media), legislation, market research, consumer behaviour, business law and production. This course also emphasises practical skills required for account direction, business development, creative development and management.

#### Major study areas

- Advertising
- Communications
- Advertising media planning
- Advertising marketing
- Advertising research
- eMarketing
- eMedia
- Advertising concept development
- Campaign management and evaluation
- Advertising production

#### Career opportunities

Possible occupations include advertising manager, account service executive, brand or product manager, copywriter/designer, market researcher and strategic planner.

#### Professional recognition

You may be admitted as a member of the Advertising Institute of Australia.

## Bachelor of Business (Advertising) **U**

**Campus:** Lilydale (some units available online)  
**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35221 (CSP), 35223 (IFP)

**2011 Round 1 Clearly-in ATAR:** 59.90

Advertising drives growth for businesses of all types and sizes. Marketers use it and so do public relations practitioners. This major focuses on the important role that advertising plays in the business environment, and how to be creative in making maximum use of advertising to assist in achieving organisational objectives. You will learn the necessary skills to enable you to create and deliver attention-grabbing advertisements and advertising campaigns.

### Major study areas

In this course you will undertake a major in advertising and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Concept development and copywriting
- Managing design
- Media planning and purchasing
- Advertising campaigns
- Marketing
- Professional communication
- Advertising issues – regulations, ethics and cultural considerations
- Media, advertising, sport and society

### Career opportunities

Advertising can lead to media-buying and campaign-planning roles in advertising, marketing and public relations agencies, and in the sales, marketing or communication departments of large organisations.

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

## Aviation Management

### Bachelor of Aviation (Management) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any) and Mathematical Methods (either)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34421 (CSP), 34423 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.60

Most careers in the aviation industry are in areas other than flight crew. If you wish to enter the aviation industry in a management role, this course is for you. This course will allow you to make your mark in the aviation industry – both in Australia and overseas. You will gain a sound professional understanding of the aviation industry and its associated environment, and skills in organisational, regulatory, safety, technical and business management.

This course has been developed with input from industry professionals, and focuses on trends shaping the aviation industry today. With the continual guidance of the Swinburne Industry Advisory Committee, this course remains fully responsive to the ongoing changes in the aviation industry.

### The VTAC code indicates the fee type.

**VGF:** VET government-funded place

**FTDP:** Fee type determined by provider

**CSP:** Commonwealth supported place

**IFP:** International fee place

To find out which fee type you're eligible for, visit [www.vtac.edu.au](http://www.vtac.edu.au)

### Major study areas

**Stage 1:** You will be introduced to the structure and operation of the aviation industry. First-year studies also provide preparatory units for the latter stages of the course, introduce the concepts of human factors and address aviation industry technology.

**Stage 2:** You will concentrate on developing highly practical managerial and analytical skills and capabilities. This enables a deeper understanding of operations and decision-making processes. You will be given the opportunity to undertake a six or 12-month Industry-Based Learning (IBL) placement.

**Stage 3:** You will bring all the aviation concepts together and apply your knowledge and skills through undertaking a major industry-based research project.

The major study areas include the following:

- Flight planning and performance
- Aircraft planning, operation and management
- Aviation business management
- Aviation law
- Airline operations
- Aircraft maintenance, design and operations
- Airport management, airspace management and air traffic services
- Crew resource management
- Aviation human factors and safety management systems

### Career opportunities

Aviation management graduates will have the professional skills to work in a diverse range of specialist areas in airlines, airports, regulatory authorities and associated organisations, including roles in airline management, airports and ground operations, airport planning, aviation consultancy firms, aviation charter firms, aviation regulatory and safety services, commercial management, safety and compliance management, flight operations, network operations, engineering and maintenance, and passenger services.

## Course information

- T** TAFE course
- U** University degree

### Aviation Management/ Commerce

#### Bachelor of Aviation (Management)/ Bachelor of Commerce **U**

**Campus:** Hawthorn

**Duration:** Four years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any) and Mathematical Methods (either)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34421 (CSP), 34423 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.60

This course provides you with a sound professional understanding of the aviation industry and its associated environment. You will gain skills in organisational, regulatory, technical and business management, as well as being introduced to the world of commerce, which will expand your career opportunities.

#### Major study areas

The major aviation management study areas include the following:

- Flight planning and performance
- Aircraft planning, operation and management
- Aviation business management
- Aviation law
- Airline operations
- Aircraft maintenance, design and operations
- Airport management, airspace management and air traffic services
- Crew resource management
- Aviation human factors and safety management systems

You can choose a major from the following areas in commerce:

- Entrepreneurship and innovation
- Finance
- Human resource management
- International business
- Management
- Marketing

#### Career opportunities

With a Bachelor of Aviation (Management) and additional skills in commerce, you will have a range of career options, enhanced by your selected major. You may find employment in the areas of airline management, airline flight operations, airline ground operations, airport management, airport operations, airport planning, aviation consultancy firms, aviation charter firms, air services, aviation regulatory and safety services, aviation safety authorities, or in the area of your selected commerce major.

### Bookkeeping

#### Certificate IV in Financial Services (Bookkeeping) **T**

**Campus:** Croydon, online

**Duration:** Six months part-time

**Prerequisites:** Working knowledge of double-entry system and/or Certificate III in Financial Services (Accounts Clerical)

**Application:** Direct

This course builds on existing bookkeeping knowledge and skills, and offers practical training in cash and accrual accounting, business communication, payroll, business activity statements (BAS) and instalment activity statements (IAS), and computing.

#### Major study areas

- Computerised accounting
- Payroll
- GST and BAS preparation
- Bookkeeping ethics
- Financial statements

#### Career opportunities

This course prepares students for work as a professional contract bookkeeper or permanent paid bookkeeper, either under the direction of a tax agent/public accountant for a bookkeeping business or franchise, or for their own bookkeeping business.

### Business

#### Bachelor of Business **U**

**Campus:** Lilydale

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35101 (CSP), 35103 (IFP)

**2011 Round 1 Clearly-in ATAR:** 55.20

This degree will prepare you for a career in the business profession and will enhance skills highly valued by employers and important for personal development. As well as developing in-depth knowledge of your chosen major, you will have the opportunity to participate in hands-on projects designed to make you work-ready, with the ability to take on the challenges of tomorrow's business world.

#### Major study areas

In this course you will select a business major and either a co-major or two minors from a range of subjects that add depth or breadth to your degree.

Depending on your major study area, you can graduate with a Bachelor of Business or one of the following specialisations:

- Bachelor of Business (Advertising)\*
- Bachelor of Business (Business Analysis)
- Bachelor of Business (Finance)
- Bachelor of Business (Human Resource Management)
- Bachelor of Business (Management)
- Bachelor of Business (Marketing)\*
- Bachelor of Business (Public Relations)
- Bachelor of Business (Tourism Management)\*

\* These majors are also available online.

See the individual entries in this guide for an overview of each of these degrees and the accounting specialisation. For more information on tourism please refer to the Hospitality, Tourism and Event Management brochure or go to [www.swinburne.edu.au/courses](http://www.swinburne.edu.au/courses)

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

### Career opportunities

You could be employed or self-employed in a wide range of fields such as accounting, business analysis, communications, event management, finance, human resources, management, marketing, public relations, or tourism. For opportunities relating to specific majors please refer to the individual entries in this brochure.

### Professional recognition

Depending on the specialisation selected, graduates may be eligible for membership of the Australian Human Resources Institute (AHRI), Australian Institute of Banking and Finance, Financial Services Institute of Australasia, Australian Institute of Management (AIM), Australian Marketing Institute (AMI), Australian Market and Social Research Society (AMSRS), Public Relations Institute of Australia (PRIA) and Chartered Secretaries Australia.

### Lisa Bugg Bachelor of Business

"I chose to study at Swinburne because the Bachelor of Business course has a very broad range of career outcomes – which was great for me, as I could take time to find out which area of business really interested me. The Industry-Based Learning (IBL) program is another great opportunity that Swinburne offers. My IBL placement has helped me develop workplace skills in organisation, teamwork and communication. I expect that after finishing my placement and degree I will gain a great graduate position."



## Business Administration

### Diploma of Business Administration incorporating a Certificate IV **T**

**Campus:** Hawthorn, Wantirna

**Duration:** One year full-time or equivalent part-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** Hawthorn: 77241 (VGF), 71244 (FTDP); Wantirna: 71241 (VGF), 71244 (FTDP)

After completing this course you will possess a sound theoretical knowledge base and use a range of specialised, technical or managerial competencies to plan, carry out and evaluate your own work or the work of a team.

#### Major study areas

- Managing meetings and projects
- Teamwork
- Document production

#### Career opportunities

You will be equipped for work as an executive assistant, administrative supervisor or officer, or in senior administrative positions.

Note: this diploma is offered as a dual qualification with a number of other diplomas. For more information visit [www.swinburne.edu.au/courses](http://www.swinburne.edu.au/courses)

### Bachelor of Business Administration **U** **NEW**

**Campus:** Hawthorn, Lilydale, Prahran

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34851 (CSP), 34853 (IFP)

**2011 Round 1 Clearly-in ATAR:** New

The Bachelor of Business Administration offers students the benefit of Swinburne's dual-sector experience, combining TAFE and Higher Education units and leading to a bachelor-level award. The program provides students with a unique combination of practical, vocationally oriented experience and a theoretical and conceptual understanding of how business operates.

This degree introduces students to a range of core business disciplines (including marketing, accounting, human resources management, business information systems and organisational behaviour) and provides opportunities for students to develop and practice professional skills essential in the workplace.

The program includes a choice of two specialisations in the first year – business administration and retail management. On completion of the first year students will be eligible to graduate with a diploma in the area of their specialisation.

The second and third years comprise complementary studies that will provide students with an understanding of how business operates, with a particular focus on business administration and management in small- to medium-sized enterprises, or public relations and communications.

Both streams include learning options such as internships and work-integrated learning projects. Students will also be able to select up to four additional units from any discipline within the university to add depth or breadth to the degree.

#### Major study areas

- Business administration and management
- Human resource management
- Organisation behaviour
- Venture development
- Accounting
- Marketing
- Retail management
- Public relations
- Professional communication

#### Career opportunities

Graduates will be equipped with the knowledge, experience and procedures to undertake a variety of roles related to administration in a business environment. Depending on your area of specialisation, you may find employment as an executive assistant, administrative supervisor/officer and in senior administrative positions. You will have enhanced employment opportunities in management and executive positions in retail organisations, including suppliers and franchise operations.

## Course information

- T** TAFE course
- U** University degree

### Business Analysis

#### Bachelor of Business (Business Analysis) **U**

**Campus:** Lilydale

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35211 (CSP), 35213 (IFP)

**2011 Round 1 Clearly-in ATAR:** N/a

This course provides you with the knowledge and techniques required to identify business needs and determine solutions to business problems. By improving business processes, a business analyst can create a more effective and efficient organisation. You will enhance your abilities in understanding stakeholder needs, developing collaborative relationships, focusing on continuous improvement, managing change processes and providing leadership through change.

#### Major study areas

In this course you will undertake a major in business analysis and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Business systems and e-commerce
- Human-computer interaction
- Business analysis and modelling
- Management accounting
- Issues, crisis and risk communication
- Professional communication
- Cyber law
- Services marketing

#### Career opportunities

Graduates pursue careers in diverse areas such as business systems design and management, online strategy, content management, sales, administration or online marketing. With relevant work experience, graduates may grow into management roles in these areas.

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

### Business/Communication

#### Bachelor of Business/ Bachelor of Communication **U**

**Campus:** Lilydale and Prahran (students are required to study four to six units at Prahran campus)

**Duration:** Four years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35111 (CSP), 35113 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.80

This course will prepare you for a career in the business profession with the ability to take on the challenges of the dynamic communication sector. The business major enables you to think critically and develop problem-solving skills, research issues, analyse information and apply what you have learnt in an academic or professional environment. The communication major provides grounding in media and media production, public relations and the impact of design on these specialised areas of communication. Graduates are career-focused, work-ready and able to capitalise on opportunities in both the business and communication professions.

#### Major study areas

You will select one business major from the following:

- Accounting
- Advertising
- Business analysis
- Finance
- Human resources
- Management
- Marketing
- Public relations
- Tourism management

See the individual entries in this brochure for an overview of each major.

You will also select one communication major from the following:

- Advertising
- Communication
- Media communication
- Public relations

For further information please see the Arts, Psychology and Social Science brochure or visit [www.swinburne.edu.au/courses](http://www.swinburne.edu.au/courses)

Note: you cannot select the same major from both disciplines.

#### Career opportunities

The knowledge, skills and attributes you will develop are pertinent to a variety of contemporary careers in the private and public sectors, both locally and internationally. See the individual entries for further information.

#### Professional recognition

Depending on the specialisation selected, graduates may be eligible for membership to the Australian Human Resources Institute (AHRI), Australian Institute of Banking and Finance, Financial Services Institute of Australasia, Australian Institute of Management (AIM), Australian Marketing Institute (AMI), Australian Market and Social Research Society (AMSRS), Public Relations Institute of Australia (PRIA) and Chartered Secretaries Australia.

### Business/Social Science

#### Bachelor of Business/ Bachelor of Social Science **U**

**Campus:** Lilydale

**Duration:** Four years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35141 (CSP), 35143 (IFP)

**2011 Round 1 Clearly-in ATAR:** 77.80

This double degree combines a comprehensive study of business practice with studies in social science. The business major enables you to think critically and develop problem-solving skills, research issues, analyse information and apply what you have learnt within an academic or professional environment. In the social science major you will learn the skills and abilities pertinent to a variety of professional careers in the public and private sectors.

You will also develop a theoretical insight into your chosen discipline, enabling you to understand current developments in society and the workplace, and to adapt and respond appropriately to future developments as they occur, both nationally and internationally. Graduates are career-focused and work-ready.

## Major study areas

In this course you will select one business major from the following:

- Accounting
- Advertising
- Business analysis
- Finance
- Human resources
- Management
- Marketing
- Public relations
- Tourism management

See the individual entries in this brochure for an overview of each major.

You will also select one social science major from the following:

- Media studies
- Psychology
- Public relations and society
- Sociology

For further information please see the Arts, Psychology and Social Science brochure or visit [www.swinburne.edu.au/courses](http://www.swinburne.edu.au/courses)

Note: you cannot select the same major from both disciplines.

## Career opportunities

The wide scope of available specialisations within the double degree allows for a diverse range of career opportunities. You will be prepared for employment or self-employment in the rapidly changing cultural, technological and business environments. See the individual entries in this guide for further career opportunities of each degree.

## Professional recognition

Depending on the specialisation selected, graduates may be eligible for membership to the Australian Human Resources Institute (AHRI), Australian Institute of Banking and Finance, Financial Services Institute of Australasia, Australian Institute of Management (AIM), Australian Marketing Institute (AMI), Australian Market and Social Research Society (AMSRS), Public Relations Institute of Australia (PRIA), Australian Psychology Accreditation Council (APAC) and Chartered Secretaries Australia.

## Commerce

### Bachelor of Commerce **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** A study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34411 (CSP), 34413 (IFP)

**2011 Round 1 Clearly-in ATAR:** 65.00

The Bachelor of Commerce will prepare you for a career in the business profession. You will have the opportunity to develop strong business skills that are essential for future leaders.

You will be introduced to key fundamental concepts behind certain business disciplines, and will have the opportunity to examine components more thoroughly by selecting a major and either a co-major or two minors. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

## Major study areas

You will begin with an exploration of key fundamental concepts behind selected business disciplines, such as accounting, microeconomics, management and business law. You will then extend your studies into the disciplines related to your chosen major.

Depending on your choice of major, you have the option of graduating with a Bachelor of Commerce with one of the following specialisations:

- Accounting
- Accounting and finance
- Commercial law
- Entrepreneurship and innovation
- Finance
- Human resource management
- International business
- Italian
- Japanese
- Management
- Marketing

## Career opportunities

Swinburne commerce graduates find employment in a wide range of specialist and generalist business professions, including accountancy, business management, commercial law, communications, entrepreneurship, financial management, human resources, international business, marketing and management.

For opportunities relating to specific majors refer to the individual degree entries.

## Professional recognition

Depending on the chosen specialisation, graduates may be eligible for membership of the Australian Human Resources Institute (AHRI), CPA Australia (CPAA), Institute of Chartered Accountants in Australia (ICAA), Institute of Internal Auditors (IIA), National Institute of Accountants (NIA), Australian Institute of Banking and Finance, Financial Services Institute of Australasia, Australian Institute of Management (AIM), Australian Marketing Institute (AMI), Australian Market and Social Research Society (AMSRS) and Chartered Secretaries Australia.

## Industry-Based Learning is available in most degree programs.

Visit [www.swinburne.edu.au/ibl](http://www.swinburne.edu.au/ibl) for further information.

## Course information

- T** TAFE course
- U** University degree

### Commerce/Italian

#### Bachelor of Commerce (Italian) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34651 (CSP), 34653 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.60

Italy is a modern, thriving and wealthy European country. It is industrially, economically and technically advanced, and is among the leading economic powers in the world. This vocationally oriented single degree is designed to equip students with the skills and knowledge to work in, or in association with, Italian organisations. It is designed to assist in the intellectual, social and personal development of students in preparation for a range of specialist and generalist business professions.

The Italian studies component is offered at both beginner and advanced levels. You will learn about the structure, grammar, phonetics and phonology of the Italian language, as well as the modern history and business practices of Italy.

The commerce component will equip you with the skills and knowledge for a career in the business profession, be it starting your own business or to contributing to the success of an organisation.

You can also add international experience to your degree by participating in an exchange program. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

#### Major study areas

You will select from the following majors in the commerce component:

- Accounting
- Commercial law
- Entrepreneurship and innovation
- Finance
- Human resource management
- International business
- Management
- Marketing

#### Career opportunities

Graduates of this degree enjoy opportunities wherever Italian is spoken, with particular advantages in organisations where there are either joint country business ventures or offices located in Italy.

#### Bachelor of Commerce/ Bachelor of Arts (Italian) **U**

**Campus:** Hawthorn

**Duration:** Four years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34651 (CSP), 34653 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.60

This course offers you the opportunity to study a commerce degree and gain competency and fluency in the Italian language at the same time. You will also gain an understanding of modern Italian culture, including its social, political, business and economic aspects. In addition to its academic and practical skills, the course also opens up international study and work opportunities on which to build networks in Italy and the rest of Europe.

The Italian studies component is offered at both beginner and advanced levels. You will learn about the structure, grammar, phonetics and phonology of the Italian language, as well as the modern history and business practices of Italy.

The commerce component will equip you with the skills and knowledge for a career in the business profession, be it starting up your own business or to contributing to the success of an organisation.

You can also add international experience to your degree by participating in study tours or exchange programs to Europe, or undertaking work experience in Italy. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

#### Major study areas

You will be introduced to fundamental business concepts and can select from the following commerce majors:

- Accounting
- Commercial law
- Entrepreneurship and innovation
- Finance
- Human resource management
- International business
- Management
- Marketing

You will also undertake studies in:

- Italian language and culture
- Media, literature and film
- Australian politics
- Philosophy
- Sociology

#### Career opportunities

Graduates of this double degree enjoy opportunities wherever Italian is spoken, with particular advantages in organisations where there are either joint country business ventures or offices located in Italy. You will also be eligible to undertake further studies to become an Italian language teacher at primary or secondary level if you complete Stage 3 units within the Advanced Italian stream.

## Commerce/Japanese

### Bachelor of Commerce (Japanese) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34801 (CSP), 34803 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.00

Japan is responsible for many of the technological advancements and iconic popular culture seen throughout the world today. This vocationally oriented single degree is designed to equip students with the skills and knowledge to tackle commerce in, or in association with, Japan. It will assist in the intellectual, social and personal development of students in preparation for a range of specialist and generalist business professions.

The Japanese language component is offered at both beginner and advanced levels. You will learn about the structure, grammar, phonetics and phonology of the Japanese language, and gain an insight into Japanese culture and business customs.

The commerce component will prepare you for a career in the business profession, be it starting your own business or contributing to the success of an organisation.

You can also add international experience to your degree by participating in an exchange program. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

#### Major study areas

You will select from the following majors in the commerce component:

- Accounting
- Commercial law
- Entrepreneurship and innovation
- Finance
- Human resource management
- International business
- Management
- Marketing

#### Career opportunities

Graduates of this degree enjoy opportunities wherever Japanese is spoken, with particular advantages in organisations where there are either joint country business ventures or offices located in Japan. Some of the areas you may find employment in are international business and trade, management, public relations, travel and tourism, social work and journalism.

### Bachelor of Commerce/ Bachelor of Arts (Japanese) **U**

**Campus:** Hawthorn

**Duration:** Four years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34801 (CSP), 34803 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.00

Throughout this course you will simultaneously develop business acumen and Japanese language communication skills. You will gain an insight into Japanese culture and the distinct language and customs of doing business in Japan. The combination of business and Japanese language studies can open up myriad opportunities to work in, or in association with, Japanese organisations.

The Japanese language component is offered at both beginner and advanced levels. You will learn about the structure, grammar, phonetics and phonology of the Japanese language, and gain an insight into Japanese culture and business customs.

The commerce component will equip you with the skills and knowledge for a career in the business profession, be it starting up your own business or to contributing to the success of an organisation.

You can also add international experience to your degree by participating in study tours or exchange programs to Asia, or undertaking work experience in Japan. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

#### Major study areas

You will be introduced to fundamental business concepts including the following:

- Accounting
- Commercial law
- Entrepreneurship and innovation
- Finance
- Human resource management
- International business
- Management
- Marketing

You will also undertake studies in:

- Japanese language and culture
- Media, literature, film
- Australian politics
- Philosophy
- Sociology

#### Career opportunities

Graduates of this degree enjoy opportunities wherever Japanese is spoken, with particular advantages in organisations where there are either joint country business ventures or offices located in Japan. Some of the areas you may find employment in are international business and trade, management, public relations, travel and tourism, social work and journalism. In order to teach Japanese, graduates must have completed the Stage 3 units in the Advanced Japanese stream.

## Course information

- T** TAFE course
- U** University degree

### Commercial Law

#### Bachelor of Commerce (Commercial Law) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34161 (CSP), 34163 (IFP)

**2011 Round 1 Clearly-in ATAR:** 73.00

There is increasing demand for business graduates with expertise in commercial law. In this course you will gain legal problem-solving skills and the ability to assess the impact of law and regulation on a business organisation. You will delve into the legal aspects of contracts, marketing, intellectual property, taxation and finance, and company law. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

#### Major study areas

The major study areas include the following:

- Accounting
- Organisation and management
- Micro-economics
- Company and contract law
- Marketing and international business law
- Intellectual property
- Environment and natural resources law
- Taxation and finance law

You will be required to combine your major with eight additional units that add depth or breadth to your degree – comprising a co-major or two minors selected from any discipline within the university.

#### Career opportunities

Graduates will be able to provide paralegal advice and can enjoy career opportunities in government departments or private entities such as accounting firms, banks, conveyancing companies, financial institutions and insolvency practitioners, and in the not-for-profit sector.

#### Professional recognition

Combining this degree with an accounting co-major will make you eligible to apply for membership of CPA Australia (CPAA), the Institute of Chartered Accountants in Australia (ICAA), the Association of Chartered Certified Accountants (ACCA) and the National Institute of Accountants (NIA). Please note that this degree does not allow graduates to practise as a barrister or solicitor.

### Conveyancing

#### Diploma of Financial Services (Conveyancing) **T**

**Campus:** Prahran, Wantirna

**Duration:** One year part-time

**Prerequisites:** There are no formal entry requirements

**Application:** Direct

This course is designed for those who wish to pursue a career as a conveyancer. Conveyancers undertake the work associated with the transfer of ownership of land and other related property transactions.

#### Major study areas

- Taking client instructions
- Executing the documentation
- Finalising the transaction
- Trust accounting
- Professional and personal development

#### Career opportunities

You will be well placed to pursue a career in conveyancing. You may also seek to attain a full conveyancing licence and operate your own conveyancing business or be employed as a fully licensed conveyancer, subject to fulfilment of work experience requirements outlined by the Business Licensing Authority.

### Educational Practice

#### Certificate IV in Career Development **T**

**Campus:** Online

**Duration:** Self-paced – six months to one year full-time or two years part-time

**Prerequisites:** Applicants must be working as a career practitioner

**Application:** Direct

This course is designed for workers who provide a range of programs and services to individuals, groups of clients and employers. You will develop skills to support your clients in planning their career and/or locating, securing and maintaining suitable employment.

#### Career opportunities

Graduates may find employment as a career information officer, career and transition services coordinator, school careers adviser, recruitment consultant or rehabilitation counsellor.

#### Professional recognition

The Certificate IV in Career Development has been identified as the minimum qualification for eligibility for associate membership of the Career Industry Council of Australia (CICA).

## Certificate IV in Training and Assessment T

**Campus:** Hawthorn, Lilydale, Prahran, Wantirna, workplace

**Duration:** Approximately three to six months part-time (evenings or weekends)

**Prerequisites:** There are no formal entry requirements

**Application:** Direct

This qualification is the minimum required to teach or assess accredited programs under the Australian Quality Training Framework (AQTF) and is highly desirable for any person seeking to teach at a TAFE or with other registered training providers. This qualification is also required in some workplaces not delivering accredited training but wishing to meet current standards.

The course is also suited to people for whom training is a large part of their job, or a full job function within a structured assessment and training system.

Graduates will be able to take responsibility for training program development and delivery, as well as the assessment of training participants or employees.

Students who have previously completed a Certificate IV in Assessment and Workplace Training may upgrade to this new Certificate IV in Training and Assessment. This can be achieved through a combination of recognition of prior learning and/or training depending on individual needs.

### Career opportunities

Graduates may seek employment in training design and delivery, coaching or assessing roles in industry, government organisations and recognised training organisations. Under the Australian Quality Training Framework this is a mandatory qualification to teach accredited programs and is often also required to train in workplace environments.

This qualification is a requirement for teachers wishing to teach in Vocational Education and Training (VET) courses in the secondary school environment or English as a Second Language (ESL) courses at TAFE.

## Diploma of Vocational Education and Training Practice T

**Campus:** Wantirna, workplace

**Duration:** Approximately 12 to 18 months part-time

**Prerequisites:** Certificate IV in Training and Assessment. All students must be working in a teaching capacity within a TAFE or registered training organisation and have an agreed commitment from workplace mentors and/or supervisors to support this application in completing 200 hours supervised teaching practice.

**Application:** Direct

This diploma is designed for TAFE teachers and provides for professional growth within a recognised career structure in Victoria. This course will provide skills and knowledge necessary to:

- Teach and assess across a range of VET-related contexts
- Facilitate new insights and problem-solving when working with learners
- Manage the learning process
- Undertake self-assessment in the role as teacher/trainer in the VET environment
- Research teaching methodologies and relevant theoretical knowledge to build teaching capabilities

### Career opportunities

This qualification is aligned with Australian Qualifications Framework (AQF) level 5. Graduates are eligible for consideration for progression beyond the fourth incremental point in the teacher classification as outlined in the current Victorian TAFE Teachers Award.

## Entrepreneurship and Innovation

### Bachelor of Commerce (Entrepreneurship and Innovation) U

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34281 (CSP), 34283 (IFP)  
**2011 Round 1 Clearly-in ATAR:** 73.90

Entrepreneurship involves identifying an opportunity and using innovation to pursue that opportunity to create value and wealth. A strong demand for those with entrepreneurial skills exists within the corporate sector and among innovative and fast-growing organisations.

This vocationally oriented degree is designed to help you recognise the difference between a business idea and a business opportunity. It is also designed to develop your skills to think and plan strategically, evaluate opportunities and source venture capital. This course focuses on enterprise creation and development, with particular emphasis on business innovation. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

### Major study areas

The major study areas include the following:

- Entrepreneurship
- Accounting
- Marketing and management
- Business law
- Managing growing organisations
- Creativity and innovation
- Foresight theory and practice
- Venture development

You will be required to combine your major with eight additional units that add depth or breadth to your degree – comprising a co-major or two minors selected from any discipline within the university.

### Career opportunities

There is strong demand in the corporate sector for leaders with entrepreneurial skills, especially among innovative and fast-growing organisations. Graduates may find employment in the areas of business management, small business management, innovative business creation and consultancy, and as business owner-operators.

# Course information

- T** TAFE course
- U** University degree

## Finance

### Bachelor of Business (Finance) **U**

**Campus:** Lilydale

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35391 (CSP), 35393 (IFP)

**2011 Round 1 Clearly-in ATAR:** n/a

Discover the wide-reaching significance and power of finance in business, trade and government circles. You will delve into the worlds of financial and capital markets, and explore the influences on those markets, investment analysis, risk management and business investments. As the global economy expands into ever-evolving frontiers there is a need for graduates to have the professionally recognised financial skills and qualities that this degree provides. You will gain a broad understanding of the structure and operations of financial markets in Australia and globally, together with the theory and techniques underlying financial management.

#### Major study areas

In this course you will undertake a major in finance and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- International trade and finance
- Corporate finance
- Banking and risk management
- Financial markets and institutions
- Financial planning
- Accounting
- Investments
- Economics

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

#### Career opportunities

Graduates may find employment in international banking, broking, credit analysis, funds management, insurance, international finance, risk management, securities analysis, investment management, consumer finance, financial forecasting, treasury management, corporate finance, economic analysis, financial analysis or banking.

#### Professional recognition

By combining this degree with an accounting co-major you may be eligible for professional membership of institutions such as CPA Australia (CPAA), Financial Services Institute of Australasia (FINSIA) or the Securities and Derivatives Industry Association (SDIA).

### Bachelor of Commerce (Finance) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34481 (CSP), 34483 (IFP)

**2011 Round 1 Clearly-in ATAR:** 70.45

Finance is a fast-growing field of employment with roots in accounting and economics, but has developed its own unique framework of knowledge. Finance professionals inform business decision-makers of the best courses of action for the financial profit and security of the organisation. Working on a wider scale than accountants, they analyse and assess financial forecasts, the value of a company, the investment opportunities available and the value of shares and bonds.

In this course, you will delve into the worlds of financial and capital markets and explore influences on those markets, investment analysis, risk management and business investments. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

#### Major study areas

The major study areas include the following:

- Financial accounting
- Financial management
- Commercial law
- Micro- and macro-economics
- Financial institutions and markets
- Organisation and management

You will be required to combine your major with eight additional units that add depth or breadth to your degree – comprising a co-major or two minors selected from any discipline within the university.

#### Career opportunities

Graduates may find employment in fields such as banking, broking, consumer finance, corporate finance, economic analysis, financial analysis and forecasting, funds management, international banking, insurance, investment management, merchant banking, trade and marketing, treasury management and superannuation.

#### Professional recognition

By combining this degree with an accounting co-major you may be eligible for professional membership of institutions such as CPA Australia (CPAA), Financial Services Institute of Australasia (FINSIA) or the Securities and Derivatives Industry Association (SDIA).

### The VTAC code indicates the fee type.

**VGF:** VET government-funded place  
**FTDP:** Fee type determined by provider  
**CSP:** Commonwealth supported place  
**IFP:** International fee place

To find out which fee type you're eligible for, visit [www.vtac.edu.au](http://www.vtac.edu.au)

## Frontline Management

### Certificate IV in Frontline Management **T**

**Campus:** Hawthorn, Prahran, Wantirna, online

**Duration:** Six months full-time (Hawthorn, Prahran) or equivalent part-time (Wantirna)

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (six-weekly intakes) or VTAC (February start)

**VTAC code:** Hawthorn: 77171 (VGF), 77174 (FTDP); Prahran: 78221 (VGF), 78224 (FTDP)

This course develops the skills and knowledge needed for a supervisory role in the workplace. You will learn the theory of high-performance teams and have the opportunity to apply it with work-based activities and projects. The course also covers leadership, team-building, motivating people, setting objectives and measuring performance, and recognising effort and excellence in the team.

This qualification is suited to those new to supervision and those currently in supervisory roles who want to develop their capability.

#### Major study areas

- Workplace safety
- Business writing and communication
- Team leadership
- Business operations and systems
- Customer service
- Recruitment

#### Career opportunities

Employment may be found as a coordinator, supervisor or team leader in a large or small organisations. Alternatively, the qualification is a pathway to the Diploma of Management and higher education.

## Government

### Certificate IV in Government with streams in Investigations, Statutory Compliance and Fraud Control **T**

**Campus:** Hawthorn

**Duration:** Eight to 12 months part-time

**Prerequisites:** Employed in government sector

**Application:** Direct

This course offers a generic government qualification with an option for a speciality in investigations, fraud control or statutory compliance. It covers the competencies for working without supervision in the public sector, and is particularly useful for those working in small and/or regionally based organisations where multiskilling is a necessity. This course is suitable for those currently working who wish to develop skills in the workplace and gain a qualification.

#### Major study areas

- Principles of the public service
- Diversity
- Legislative compliance
- Policy implementation
- Workplace safety
- Evidence gathering
- Formal interviewing

#### Career opportunities

Employment as a general administrator or leader in a government department.

## Hairdressing Management

### Diploma of Hairdressing Salon Management **T** **NEW**

**Campus:** Prahran

**Duration:** Six months full-time or equivalent part-time

**Prerequisites:** Satisfactory completion of Year 12 (or equivalent), relevant work experience or mature age

**Application:** Direct

This course has been designed for owners or managers who wish to develop their skills and knowledge in relation to the service and sales delivery of a functioning hairdressing salon. You will learn promotional, human resources, occupational health and safety, and business management skills to apply to your business or workplace.

Graduates will be able to meet the current and future requirements of the growing hairdressing sector by attaining the high-level skills and knowledge that support career progression to senior and management job roles.

#### Career opportunities

Managerial or supervisory roles in hairdressing salons, such as salon supervisor or manager, or store manager.

## Human Resources

### Certificate IV in Human Resources **T**

**Campus:** Hawthorn, Lilydale, online

**Duration:** One year full-time or equivalent part-time (Hawthorn only)

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (six-weekly intakes) or VTAC (February start)

**VTAC code:** Hawthorn: 77001 (VCF), 77004 (FTDP); Lilydale: 70291 (VGF), 70294 (FTDP)

This course is designed to provide the skills and knowledge needed for a support role in human resource operations. It offers a broad range of study areas relevant to current business needs, including recruitment and induction of staff, supporting performance management, sustainable work practices, occupational health and safety, and industrial relations.

#### Major study areas

- Recruitment
- Human resource functions
- Business research and writing
- Workplace safety
- Leadership
- Industrial relations policies and procedures
- Performance management

#### Career opportunities

Employment may be found in support and management roles in the human resources department of government or large and small organisations. Alternatively, the qualification is a pathway to the Diploma of Human Resources Management and higher education.

#### Professional recognition

You may be eligible to register with the Australian Human Resources Institute (AHRI).

# Course information

- T** TAFE course
- U** University degree

## Human Resources *continued*

### Diploma of Human Resources Management incorporating a Certificate IV in Human Resources **T**

**Campus:** Hawthorn, Lilydale\*, online (Certificate IV only), workplace  
*\* Lilydale applicants may have to attend Hawthorn campus if there are insufficient enrolments at Lilydale.*

**Duration:** *Certificate IV* – six months full-time or equivalent part-time (Hawthorn only)  
*Diploma* – one year full-time or equivalent part-time (Hawthorn only); fast-track option also available (six months part-time)

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age  
**Application:** Direct (six-weekly intakes) or VTAC (February start)

**VTAC code:** Hawthorn: 77001 (VCF), 77004 (FTDP); Lilydale: 70291 (VGF), 70294 (FTDP)

This is a practical, hands-on course that will provide you with the comprehensive knowledge and skills you need to perform in a human resources management role. You will learn workforce planning strategies, HR systems and compliance issues, performance management systems and organisational culture and change from practising HR professionals. If you already have the technical qualifications, but need additional management skills to advance your career, this course will be of benefit.

This qualification can be customised to enterprise requirements for those working within organisations who wish to further develop management skills and knowledge.

#### Major study areas

- Workforce planning
- Industrial relations policies and procedures
- Human resource systems and services
- Organisational change
- Managing projects
- Mediation processes

#### Career opportunities

You may find employment in entry-level HR management and HR support roles in large and small organisations in a range of HR functions, including recruitment, industrial relations, legislative compliance and performance management systems. You may also progress to further study.

#### Professional recognition

You will be eligible to register with the Australian Human Resources Institute (AHRI).

### Diploma of Human Resource Management/Diploma of Sustainability incorporating a Certificate IV in Human Resources **T**

**Campus:** Hawthorn, Lilydale\*, workplace  
*\* Lilydale applicants may have to attend Hawthorn campus if there are insufficient enrolments at Lilydale*

**Duration:** One year full-time or equivalent part-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age  
**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** Hawthorn: 77091 (VGF), 77094 (FTDP); Lilydale: 70001 (VGF), 70004 (FTDP)

This is a practical, hands-on course that develops knowledge and professional practice for an exciting HR career. You will learn workforce planning strategies, HR systems and compliance issues, performance management systems and organisational culture and change from practising HR professionals. You will also develop a working knowledge of sustainability principles and how to apply them in business, government and the community sector.

#### Major study areas

The major study areas include the following:

- Recruitment
- Human resource functions
- Business writing and communication
- Workplace safety
- People management
- Industrial relations policies and procedures
- Operational planning
- Organisational change

To gain the dual qualification, additional sustainability units must be undertaken and include the following:

- Sustainability concepts and principles
- Implementation of sustainability programs and projects

#### Career opportunities

You may find employment in entry-level HR management and HR support roles in large and small organisations in a range of HR functions, including recruitment, industrial relations, legislative compliance and performance management systems. Your knowledge of business sustainability principles in the HR environment will be an advantage. You may also progress to further study.

#### Professional recognition

You will be eligible to register with the Australian Human Resources Institute (AHRI).

## Bachelor of Business (Human Resource Management) **U**

**Campus:** Lilydale

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35161 (CSP), 35163 (IFP)

**2011 Round 1 Clearly-in ATAR:** 57.25

This course provides a broad understanding of core business functions and dynamics, and focuses on sustainable people management in a rapidly changing global business environment. You will learn how to manage and coordinate people to achieve strategic business objectives by studying recruitment and selection, employee relations management, staff training, job evaluation, change management and occupational health and safety. You will develop knowledge in organisational behaviour, and in both local and international human resource management (HRM).

### Major study areas

In this course you will undertake a major in HRM and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Organisational behaviour
- Commercial law
- Staffing for performance
- Leadership and performance
- Sustainable organisational change
- Managing diversity
- Strategic management
- Psychology

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

### Career opportunities

Graduates may find employment in human resources, training management, recruitment, event management, quality coordination, public relations and customer service.

### Professional recognition

This degree has been specifically designed for students seeking recognition by the Australian Human Resources Institute (AHRI).

## Bachelor of Commerce (Human Resource Management) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34731 (CSP), 34733 (IFP)

**2011 Round 1 Clearly-in ATAR:** 67.10

Learn how to manage and coordinate an organisation's most valuable resource: its people. Human resource management (HRM) includes the recruitment and selection of staff members, employee relations management, staff training and development, job evaluation, change management, occupational health and safety, and quality coordination.

You will gain the management skills and human behavioural knowledge essential for a career in HRM, through studies in organisation theory and structure, the behaviour of individuals and the groups they comprise and the dynamic nature of relationships. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

### Major study areas

The major study areas include the following:

- Organisation and management
- Accounting
- Entrepreneurship
- Organisational theory and behaviour
- HR management and development
- Workplace relations
- Leadership and organisation dynamics
- International and strategic HRM

You will be required to combine your major with eight additional units that add depth or breadth to your degree – comprising a co-major or two minors selected from any discipline within the university.

### Career opportunities

Once you have completed your degree, you may seek employment in many areas, including human resources, training and talent management, recruitment, change management, quality coordination, occupational health and safety, employee relations and enterprise bargaining. Opportunities are available in nearly every business in every sector.

### Professional recognition

This degree has been specifically designed for students seeking recognition by the Australian Human Resources Institute (AHRI).

## Industry-Based Learning is available in most degree programs.

Visit [www.swinburne.edu.au/ibl](http://www.swinburne.edu.au/ibl)  
for further information.

## Course information

- T** TAFE course
- U** University degree

### International Business

**Advanced Diploma of International Business** incorporating a Diploma and Certificate IV **T**

**Campus:** Hawthorn

**Duration:** Eighteen months full-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** 77221 (VGF), 77224 (FTDP)

This course focuses on the various strategies involved in moving into overseas markets and the methods used in engaging in overseas business. It offers you the opportunity to apply practical marketing and managerial skills to business and commercial enterprises. You can also participate in study tours to Asia for a real international business and marketing experience.

#### Major study areas

- Research of international business opportunities
- Forecasting international business needs
- Knowledge of international trade
- Import and export
- Building international client relationships and networks
- Consumer behaviour in international markets
- Project management
- Transport and logistics
- International law

#### Career opportunities

Management positions in shipping, transport and public and private import/export organisations.

### Bachelor of Commerce (International Business) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34741 (CSP), 34743 (IFP)

**2011 Round 1 Clearly-in ATAR:** 71.70

The world today is one of express global transportation and almost instantaneous worldwide communication. This has increased demand for business graduates who are prepared to tackle the international nature of today's marketplace.

International business is a fulfilling career path for the diplomatic and globally minded with a love of travel. In this course you will discover the importance of culture, politics, trade and business policies, time zones, economic systems, currencies and business customs in an organisation with international interests.

You will also have the opportunity to participate in study tours to Asia or Europe, or exchange programs with one of Swinburne's affiliated universities worldwide. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

#### Major study areas

The major study areas include the following:

- International business
- Organisation and management
- Business law
- International investment and economic development
- International finance
- International marketing
- Logistics management
- Global business perspectives

You will be required to combine your major with eight additional units that add depth or breadth to your degree – comprising a co-major or two minors selected from any discipline within the university.

#### Career opportunities

This course will be your first step towards a rewarding career in international trade, finance, marketing, tourism, hospitality, government departments, multinational organisations and financial institutions that seek to serve international clients.

#### Lochlin Deegan Bachelor of Commerce (International Business)/ Bachelor of Arts (Japanese)

"I really appreciate the enthusiasm that my lecturers have. You really get the sense that they love what they do and they are genuinely interested in the field that they teach. I also like the 'workforce-ready' approach that Swinburne employs. Many other universities teach a great deal of theory but students don't know how to apply their learning in a real-life situation. Swinburne teaches you the theory but then gives you a chance to apply it."



## Legal Practice

### Advanced Diploma of Legal Practice **T**

**Campus:** Hawthorn, Wantirna

**Duration:** Two years full-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** Hawthorn: 77051 (VGF), 77054 (FTDP); Wantirna: 71071 (VGF), 71074 (FTDP)

This course provides essential qualifications for you to work in the legal area without having to complete a law degree. You will develop sound principles, practices and knowledge, including a broad overview of legal terminology and high-level technical legal skills, to provide guidance and services to clients in a legal environment.

#### Major study areas

- Legal process
- Document production
- Teamwork

#### Career opportunities

Employment may be found as a law clerk, litigation officer, conveyance clerk, mortgage clerk, family law executive, probate law clerk, legal assistant, trainee court registrar, compliance officer, assistant to parliamentary counsel and land title officer.

A dual qualification with the Diploma of Sustainability is also available.

For more information visit

[www.swinburne.edu.au/courses](http://www.swinburne.edu.au/courses)

## Library/Information Services

### Diploma of Library/Information Services incorporating Certificate III and IV **T**

**Campus:** Prahran and online

**Duration:** Eighteen months full-time or equivalent part-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** 78801 (VGF), 78804 (FTDP)

You will be provided with the relevant skills and knowledge to work in a variety of technical and customer service positions in the library and information sector. You will be taught vital skills such as researching, cataloguing and collection management, as well as developing interpersonal and customer service attributes.

#### Major study areas

- Customer service
- Technical skills
- Research strategies
- Information technologies
- Digital conservation

#### Career opportunities

Employment may be found as a library technician and library officer in a wide range of libraries and other information agencies.

## Logistics

### Diploma of Logistics **T** **NEW**

**Campus:** Hawthorn, workplace

**Duration:** One year part-time

**Prerequisites:** Applicants must have a minimum of two years' full-time experience working in the transport and logistics industry, and/or a Certificate IV in Transport and Logistics (Road Transport) or a Certificate IV in Transport and Logistics (Warehousing and Storage)

**Application:** Direct

The Diploma of Logistics is a general qualification for the integrated management of logistics. This qualification is designed for those already working in logistics management who wish to update or increase their skills and those working in supervisory positions in logistics who wish to move into more senior positions.

The course is structured to cover five skill sets that reflect operational roles in the industry. The target markets are road transport, warehousing and aviation streams of the transport and logistics industry.

This is a dual diploma course; on successful completion, students will also graduate with the Diploma of Management.

#### Major study areas

- Suppliers and contract management
- Planning
- Safety and the environment
- Logistics and supply chain management
- People performance and team effectiveness

#### Career opportunities

Graduates are equipped for roles such as operations manager, distribution centre manager, logistics manager, transport manager or freight operations manager.

### The VTAC code indicates the fee type.

**VGF:** VET government-funded place

**FTDP:** Fee type determined by provider

**CSP:** Commonwealth supported place

**IFP:** International fee place

To find out which fee type you're eligible for, visit [www.vtac.edu.au](http://www.vtac.edu.au)

# Course information

- T** TAFE course
- U** University degree

## Management

### Diploma of Management incorporating a Certificate IV in Frontline Management **T**

**Campus:** Hawthorn, Prahran, Wantirna  
**Duration:** One year full-time (Hawthorn, Prahran) or equivalent part-time (Prahran, Wantirna); fast-track option also available (six months part-time)

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** Hawthorn: 77171 (VGF), 77174 (FTDP); Wantirna: 78221 (VGF), 78224 (FTDP)

This practical, hands-on course provides you with comprehensive knowledge and skills in management. You will develop entrepreneurial and innovative approaches to managing people, finances, projects, continuous improvement and compliance. If you already have the technical qualifications, but need additional management skills to advance your career, you will benefit from this course.

This qualification can be customised to enterprise requirements for those working in organisations who wish to further develop management skills and knowledge.

#### Major study areas

- Business writing and communication
- Leadership and people management
- Sustainable business operations and systems
- Managing budgets and financial plans
- Customer service
- Marketing principles

#### Career opportunities

You may find employment in supervisory and middle-management roles in large and small organisations in the private and public sectors. You may also progress to further study.

#### Professional recognition

You may be eligible to register with the Australian Institute of Management (AIM).

### Bachelor of Business (Management) **U**

**Campus:** Lilydale

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35401 (CSP), 35403 (IFP)  
**2011 Round 1 Clearly-in ATAR:** 55.20

This course will teach you about the importance of managers in business and show how key resources must be planned, monitored and controlled to best meet strategic business objectives. You will develop the skills to manage yourself, organise and lead others, make creative and well-informed decisions and evaluate current situations, while learning to be an ethical and socially responsible manager. You will also develop practical business research skills as an aid to business decision-making, reporting and communication.

#### Major study areas

In this course you will undertake a major in management and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Strategic management
- Organisational behaviour
- Leadership
- Sustainable organisational change
- Corporate finance
- Managing diversity in organisations
- Accounting
- Organisations and management

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

#### Career opportunities

Graduates skilled in management may find employment in a wide range of industries and positions, such as administration, planning and design, quality assurance, customer service, project management, events management and change management.

#### Professional recognition

Graduates may be eligible for membership of Chartered Secretaries Australia and the Australian Institute of Management (AIM).

### Bachelor of Commerce (Management) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34751 (CSP), 34753 (IFP)  
**2011 Round 1 Clearly-in ATAR:** 72.00

Managers are vital in setting the strategic direction and overseeing the general running of an organisation. In this course you will develop the skills to manage yourself, organise and lead others, make creative and well-informed decisions, and evaluate current situations, while learning to be an ethical and socially responsible manager. You will discover how key resources must be planned, monitored and controlled to best meet strategic business objectives. In addition, you will be encouraged to think strategically about complex management issues and problems, and to develop workable solutions using sound judgement and problem-solving skills. In your final year you will have the opportunity to apply your learning in a professionally focused, multidisciplinary, real-world project.

#### Major study areas

The major study areas include the following:

- Organisation and management
- Marketing
- Accounting
- Micro-economics
- Organisational behaviour and management
- Management decision-making
- Leadership and organisational dynamics
- Entrepreneurship and social responsibility

You will be required to combine your major with eight additional units that add depth or breadth to your degree – comprising a co-major or two minors selected from any discipline within the university.

### Career opportunities

Management graduates may find career opportunities as general management cadets in larger organisations, or as managers of small- to medium-sized enterprises. The skills acquired in your degree will equip you for roles with supervisory and management potential, in fields such as business administration, planning and design, quality assurance, customer service, project management, events management and change management.

### Professional recognition

Graduates may be eligible for membership of Chartered Secretaries Australia and the Australian Institute of Management (AIM).

## Marketing

### Diploma of Marketing **T**

**Campus:** Hawthorn

**Duration:** One year part-time

**Prerequisites:** Mature age with three years' business or marketing industry experience

**Application:** Direct

This course provides executive candidates with sound theory, knowledge and practice of marketing to enable them to progress their career prospects in sales and marketing management. This is a fast-track course for students with work experience in sales or marketing who have the energy, ambition and commitment to expand their careers.

#### Major study areas

- Market research planning
- Market profiling and consumer behaviour
- Interpretation of market trends
- Integrated marketing communications
- Managing budgets

#### Career opportunities

Graduates may advance to management positions in sales and marketing.

#### Professional recognition

Graduates are eligible for membership of the Australian Marketing Institute (AMI).

### Advanced Diploma of Marketing incorporating a Diploma and Certificate IV **T**

**Campus:** Hawthorn

**Duration:** Eighteen months full-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** 77261 (VGF), 77264 (FTDP)

You will be introduced to marketing concepts, market segmentation and consumer behaviour while developing an understanding of law, networking, financial management and communications. You can also participate in study tours to Asia for a real international business and marketing experience.

#### Major study areas

- Market research management
- Developing the marketing mix
- Marketing strategy and marketing plans
- Integrated marketing communications
- Managing budgets
- Market profiling and consumer behaviour
- Monitoring marketing activities

#### Career opportunities

This course prepares students for roles such as marketing officer or market researcher, or in marketing or sales management.

#### Professional recognition

Graduates of the advanced diploma are eligible for membership of the Australian Marketing Institute (AMI).

### Bachelor of Business (Marketing) **U**

**Campus:** Lilydale (some units available online)

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35411 (CSP), 35413 (IFP)

**2011 Round 1 Clearly-in ATAR:** 55.05

This course provides a thorough grounding in business principles specific to marketing. You will be taught the significance of marketing in the wider business context, and how business results are achieved through the development and endorsement of a customer focus. The program covers communication, advertising, promotion, buyer behaviour, marketing planning and market research.

#### Major study areas

In this course you will undertake a major in marketing and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree.

The major study areas include the following:

- Marketing behaviour
- Events and promotion
- Product management
- Services marketing
- International marketing
- Marketing communication
- Strategic marketing planning
- Marketing law

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

#### Career opportunities

Graduates find employment in a variety of business and marketing positions in the fields of services marketing, advertising, public relations, product/brand management, market research, direct marketing, communication and brand management, events and promotions, and international marketing.

#### Professional recognition

Graduates may be eligible to become associates of the Australian Marketing Institute (AMI). This course also fulfils the educational requirements for recognition as a Certified Practising Marketer.

## Industry-Based Learning is available in most degree programs.

Visit [www.swinburne.edu.au/ibl](http://www.swinburne.edu.au/ibl) for further information.

## Course information

- T** TAFE course
- U** University degree

### Marketing *continued*

#### Bachelor of Commerce (Marketing) **U**

**Campus:** Hawthorn

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 34761 (CSP), 34763 (IFP)

**2011 Round 1 Clearly-in ATAR:** 66.35

Marketing is the key to promoting a business, its products and services. Marketers may analyse current trends in the marketplace, present findings, develop marketing solutions to business problems, and create advertising and promotional campaigns. In this course you will discover the significance of marketing in the wider business context and how business results are improved through the development of a customer focus.

#### Major study areas

The major study areas include the following:

- Accounting and micro-economics
- Market research and planning
- Marketing metrics and analysis
- Buyer behaviour
- Marketing law
- Strategic marketing
- Integrated communication
- Sales management

You will be required to combine your major with eight additional units that add depth or breadth to your degree – comprising a co-major or two minors selected from any discipline within the university.

#### Career opportunities

A marketing degree can open up a world of exciting and varied career opportunities in a wide range of fields, including services marketing, advertising, public relations, product and brand management, business development, events and promotions, e-marketing, communications, market research and analysis, direct marketing and international marketing.

#### Professional recognition

Graduates may be eligible to become associates of the Australian Marketing and Social Research Society (AMSRS) and the Australian Marketing Institute (AMI). This course also fulfils the educational requirements for recognition as a Certified Practising Marketer.

### Medical Administration

#### Certificate III in Business Administration (Medical) **T**

**Campus:** Wantirna

**Duration:** Twelve months part-time

**Prerequisites:** There are no formal entry requirements

**Application:** Direct

This course aims to provide you with increased employment opportunities in the general and specialist medical fields. You will develop a greater understanding and awareness of the national medical system. The course covers terminology for specialist medical areas, introduces two medical software packages and develops advanced skills to produce documents relevant to the medical industry. You will also undertake a vocational placement in the medical industry.

#### Major study areas

- Interpret and apply medical terminology
- Prepare and process medical accounts
- Maintain patient records
- Assist in controlling stock and supplies
- Apply principles of confidentiality, privacy and security within the medical environment

#### Career opportunities

Employment as a receptionist, secretary or office administrator in medical specialist fields and hospitals.

### Project Management

#### Certificate IV Project Management **T**

**Campus:** Hawthorn, Prahran, online, workplace

**Duration:** Six months part-time; fast-track option also available (three months part-time)

**Prerequisites:** Mature age applicants new to project management or working in a project support role

**Application:** Direct

This course will provide you with the basic skills, theory and practice you need to perform as a project team member or team leader. It is targeted at participants currently or soon to be involved in a project team role.

This qualification can be customised to enterprise requirements for those working in organisations who wish to further develop management skills and knowledge.

#### Major study areas

- Project scope management
- Time and cost management
- Human resources management
- Contract and procurement procedures
- Risk management
- Communications
- Quality management

#### Career opportunities

Project management is a career in its own right, while many other occupations also involve elements of project work. This course provides you with the skills and knowledge to manage projects in a structured and organised way as a project support officer or junior project manager. Your promotional prospects will be improved by having a project management qualification whatever your choice of career.

## Diploma of Project Management **T**

**Campus:** Hawthorn, Prahran, Wantirna, online, workplace

**Duration:** One year part-time, six months part-time online; fast-track option also available (three or six months part-time)

**Prerequisites:** Mature age applicants, preferably with at least two years' relevant employment experience. A résumé must be provided demonstrating this experience.

**Application:** Direct

Project management skills are highly regarded, and the ability to lead, plan and execute projects to stringent deadlines and budgets is a primary skill in all areas of industry. This course offers a practical, hands-on approach to learning with an emphasis on solving real business problems interwoven with theory and case studies on project management. Emphasis is placed on appropriate project management documentation and techniques.

This diploma is also suitable for those qualified in other disciplines at a management level who want to enhance their skills base by obtaining project management skills at a management level.

This qualification can be customised to enterprise requirements for those working in organisations who wish to further develop management skills and knowledge.

### Major study areas

- Project scope management
- Time and cost management
- Human resources management
- Contract and procurement procedures
- Risk management
- Communications
- Quality management

### Career opportunities

This course will enhance promotion prospects for those already in project management or those aspiring to senior project management positions. Graduates may also progress to further study.

## Public Relations

### Advanced Diploma of Business (Public Relations) incorporating a Diploma **T**

**Campus:** Prahran

**Duration:** Two years full-time or equivalent part-time

**Prerequisites:** Satisfactory completion of Year 12 or equivalent, or mature age

**Application:** Direct (all intakes) or VTAC (February start)

**VTAC code:** 78101 (VGF), 78104 (FTDP)

This course provides you with the knowledge and skills to become a public relations practitioner. You will learn how to liaise with media and organise publicity campaigns, develop communications tools through print and electronic media, organise promotional events, lobby, support fundraising and community liaison, stakeholder engagement, and develop reputation and issues-management strategies.

### Major study areas

- Advertising
- Consumer behaviour
- Fundraising
- Government relations
- Marketing
- Multimedia
- Public relations
- Writing (media)

### Career opportunities

You may seek employment as a media officer, public relations event facilitator, community development officer, technical communicator, media information officer, public relations officer, publicity officer or website officer.

### Professional recognition

You will be eligible for admission to the Public Relations Institute of Australia (PRIA).

## Bachelor of Business (Public Relations) **U**

**Campus:** Lilydale

**Duration:** Three years full-time or equivalent part-time

**Prerequisites:** Units 3 and 4 – a study score of at least 20 in English (any)

**Application:** Direct (all intakes) or VTAC (Semester 1)

**VTAC code:** 35091 (CSP), 35093 (IFP)  
**2011 Round 1 Clearly-in ATAR:** 55.80

Public relations (PR) focuses on protecting and advancing clients' reputations through effective communication and relationship building. Your studies will focus on the importance of communication in reaching corporate objectives. You will understand how PR supports the implementation of strategic plans, communication planning and campaign development. Project units help you to be work-ready and capable of taking on the challenges of the dynamic professional communication sector.

### Major study areas

In this course you will undertake a major in business public relations and combine it with either a co-major or two minors. You can choose from a range of co-majors or minors that add depth or breadth to your degree. The major study areas include the following:

- Public relations writing
- Issues, crisis and risk communication
- Campaign planning
- Global public relations
- Events management
- Marketing communications
- Commercial law
- Organisations and management

A double degree with the Bachelor of Communication or Bachelor of Social Science is also available.

### Career opportunities

Graduates may find work within community development, public policy, digital media publishing, industrial relations, human resource management, speech writing or event management.

### Professional recognition

This course is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.

## Course information

- T** TAFE course
- U** University degree

### Real Estate

#### Course in Real Estate Agents' Representative **T**

**Campus:** Croydon, Prahran, Wantirna, online  
**Duration:** Six days full-time or six weeks part-time  
**Prerequisites:** Minimum 18 years of age and employed in the real estate industry  
**Application:** Direct

This course will introduce you to the real estate industry and its functions. Successful completion of this course is necessary to obtain employment by a licensed agent and work in sales or property management.

#### Major study areas

- Real estate industry
- Legal and ethical requirements of property sales
- Legal and ethical requirements of property management

#### Career opportunities

Employment in real estate sales, property management or associated industries.

#### Certificate IV in Property Services (Real Estate) **T**

**Campus:** Croydon, Prahran and online  
**Duration:** Twenty-one weeks (two evenings per week) or self-paced by distance  
**Prerequisites:** Course in Real Estate Agents' Representative  
**Application:** Direct

This course will provide you with the educational knowledge and skills required to operate as a licensed estate agent. Blended delivery comprises distance learning and intensive classes at Croydon.

#### Major study areas

- Real estate management
- Business management
- Real estate compliance
- Property management

#### Career opportunities

Employment in real estate, operating as a licensed agent or employment in associated industries.

#### Grant Perry Certificate IV in Property Services (Real Estate)

"I studied the Certificate IV in Property Services (Real Estate) at the Croydon campus, as the first step in setting up my own small business in real estate. The support and atmosphere in the classes was very positive and enjoyable. Not only did I gain a formal qualification, but I also obtained a high level of business knowledge that I hope will protect me from risks and be a cut above my competitors."



### Retail Management

#### Advanced Diploma of Retail Management incorporating Certificate III in Retail, Certificate IV in Retail Management and Diploma of Retail Management **T**

**Campus:** Prahran, online  
**Duration:** Two years full-time (six months per course), or equivalent part-time  
**Prerequisites:** Satisfactory completion of Year 12 or equivalent, relevant work experience or mature age  
**Application:** Direct (all intakes) or VTAC (February start)  
**VTAC code:** 78241 (VGF), 78244 (FTDP)

This course provides you with vocational skills and knowledge to work in frontline management positions in the broad retail industry. The certificate and diploma courses will give you a comprehensive understanding of the management aspects of running a retail business, including strategic planning, identifying and evaluating market opportunities, preparing and managing budgets, human resources and developing an e-business model.

The advanced diploma emphasises the practical applications involved in the management aspects of running a retail business. This course builds on the diploma level, with further studies in strategic planning, developing business plans and retail customer management.

#### Major study areas

- Business management
- Financial management
- Human resource management
- Retail promotion
- Retail information systems
- Retail management
- Retail marketing
- Strategic planning

#### Career opportunities

Management and executive positions in retail organisations, including specialty groups, suppliers and franchise operations.

## Small Business Management

### Certificate IV in Small Business Management **T**

**Campus:** Hawthorn, Wantirna

**Duration:** One to two years part-time

**Prerequisites:** There are no formal entry requirements

**Application:** Direct

You will learn the factors and skills required to start or run a successful small business, and the associated legal, marketing and financial implications. The course is suitable for those planning to set up a small business, in the early stages of running a small business, ready to expand their business, a department manager in a large business or an employee in a small business.

#### Major study areas

- Development of business concepts
- Marketing
- Management of business finances and legal requirements
- Customer service and building business networks

#### Career opportunities

This course prepares students for opportunities in small business as an owner-operator or employee.

## Tourism

Swinburne offers the Bachelor of Business (Tourism Management) and Bachelor of Business (Tourism and Hospitality Management). For more information on these programs, please see the Hospitality, Tourism and Event Management brochure or go to [www.swinburne.edu.au/courses](http://www.swinburne.edu.au/courses)

## Dean's Commerce Scholars Program

### Dean's Commerce Scholars Program **U**

**Campus:** Hawthorn

See the relevant degree entry for specific duration and prerequisite information.

**Application:** Students must apply through VTAC

**VTAC code:** 34781 (CSP)

**Minimum ATAR:** 85.00

Students accepted into the Dean's Commerce Scholars Program may choose to enrol in any of Swinburne's commerce courses and receive an \$800 annual book allowance, up to \$1000 annually towards appropriate professional development or leadership programs, and one-on-one mentoring as part of the Dean's Scholars network.

## Dean's Scholarship

### Dean's Scholarship – Faculty of Higher Education, Lilydale **U**

**Campus:** Lilydale

See the relevant Lilydale degree entry in this brochure for specific duration and prerequisite information.

**Application:** Students must apply through VTAC

**VTAC code:** 35081

**Minimum ATAR:** 88.00

Under this program, students may select a single or double bachelor degree at Lilydale and receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

## Vice-Chancellor's Scholarship

### Vice-Chancellor's Scholarship – Business and Commerce **U**

**Campus:** Hawthorn, Lilydale

See the relevant degree entry for specific duration and prerequisite information.

**Application:** Students must apply through VTAC

**VTAC code:** 34031

**Minimum ATAR:** 97.00

Under this program, students may select a single or double degree in the business and commerce area and receive a waiver from student contribution amount payments during the duration of their course (subject to academic performance and other scholarship conditions).

### The VTAC code indicates the fee type.

**VGf:** VET government-funded place

**FTDP:** Fee type determined by provider

**CSP:** Commonwealth supported place

**IFP:** International fee place

To find out which fee type you're eligible for, visit [www.vtac.edu.au](http://www.vtac.edu.au)

## ■ KEY DATES

21 August 2011  
Swinburne Open Day  
Hawthorn, Lilydale and Prahran  
[swinburne.edu.au/openday](http://swinburne.edu.au/openday)

16–21 December 2011  
Change of Preference period  
[swinburne.edu.au/cop](http://swinburne.edu.au/cop)

## ■ ANY QUESTIONS?

1300 275 794  
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[swinburne.edu.au/youtube](http://swinburne.edu.au/youtube)

## ■ CAMPUSES

Hawthorn campus  
John Street, Hawthorn

Prahran campus  
144 High Street, Prahran

Lilydale campus  
Melba Avenue, Lilydale

Croydon campus  
12–50 Norton Road, Croydon

Wantirna campus  
369 Stud Road, Wantirna

Sarawak campus  
Kuching, Sarawak, Malaysia



CRICOS Provider Code: 00111D

The information contained in this course guide was correct at the time of publication, July 2011.

The university reserves the right to alter or amend the material contained in this guide. The information in this guide does not apply to international students. For information about courses for international students please go to: [www.international.swinburne.edu.au](http://www.international.swinburne.edu.au)

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