Bachelor of Business Administration
(Specialisation)

Presenter: Patrick Wille
Program Director
"Hi, I'm Patrick"….

- Program Director (PD) of the Bachelor of Business Administration (DBBA) degree
- Teaching Law at UniSA, e.g.:
  - Companies & Partnership Law
  - International Business Law
  - Business & Marketing Law
- Studied law & business overseas & in Australia
- Worked for courts, in private practice, for governments
- Contact: patrick.wille@unisa.edu.au
1. The program
2. Learning resources
3. Mutual responsibilities
4. All work & no play?
5. Contact us
The DBBA program:

- "Division Core" (8 courses)
- 3 "set courses":
  - Introduction to e-Business
  - Finance and Investment
  - Strategic Management
- 3 "minors" (12 courses) – standard:
  - Accounting (1) – 4 courses
  - Marketing (2) – 4 courses
  - Management (3) – 4 courses
- 1 Free Elective

Total: 24 courses or 108 units
Choosing courses in your program
Majors, Minors/Specialisations, Electives, Prerequisite what are they?

- **Majors:**
  - Usually, 8 courses of a particular field constitute a "major"
  - DBBA does not have a "major", but
  - You can design a "de facto major" in some disciplines (e.g. accounting or marketing by using the substitution rules

- **Minors/Specialisations:**
  - a block of 4 courses of a particular field
  - Standard specialisation in the DBBA are: commerce (accounting), management and marketing

- **Electives:** only 1 in the DBBA

- **Prerequisites:** some courses require that you do other courses first
What will I study?

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Division of Business Core Courses
- Foundations of Business Law: COML1002
- Communication & Information Systems: BUSS1058
- Management Principles: BUSS1054
- Business & Society: BUSS1057
- Accounting for Business: ACCT1008
- Marketing Principles: MARK1010
- Principles of Economics: ECON1008
- Quantitative Methods for Business: MATH1053

Set Courses
- Introduction to e-Business: INFS2019
- Finance & Investment: BANK2005
- Strategic Management: BUSS3023

Specialisation (1): Commerce
- Management Accounting: ACCT2006
- Financial Accounting 1: ACCT1006
- Global Issues for Accounting: BUSS3017
- Management Control Systems: ACCT3008

Specialisation (2): Marketing
- Buyer & Consumer Behaviour: MARK1008
- Market Research: MARK2020
- Market Analysis: MARK2010
- International Marketing: MARK3005

Specialisation (3): Management
- Organisational Behaviour: BUSS2046
- Int. Management Ethics & Values: BUSS3053
- Foundations of HRM: BUSS3053
- Project Management Principles: INFS2022

Free Elective

- With approval of the program director (PD), any of the 3 specialisation can be replaced by one of the 13 specialisation on offer, e.g.:
  - Applied Finance
  - International Business
  - Human Resource Management
- With PD approval and as long as course pre-requisites are met, up to 4 individual courses can be substituted
- Overseas study option instead of one minor
Credit Options
School of Commerce

- Credit may be granted for any post secondary study at TAFE or university level
- Recognition of Previous Learning is available for work experience (up to 2 courses) but more difficult to justify than other credit
- How many credits? (guide only):
  - Certificate IV = 1-2 courses,
  - Diploma = 2-8 courses,
  - Advanced Diploma = 3-12 courses
- Variation: depends on courses & closeness of link with prior qualification
Credit Options (cont'd)
School of Commerce

- Credits will be assessed upon application
- Non-binding pre-assessments available (online credit assessor)
- Application forms available online
- See me today if you are not sure of your credit options
- Enrol on the assumption you will receive the credit (there will be a delay in processing the forms!)
- Apply as early as possible
- Credit details will appear on MyUniSA in due course
Lectures:
• usually 1-2 hrs  
• large classes up to 350 students  
• check timetable for each course

Tutorials:
• usually 1-2 hrs  
• small classes e.g. 20-30 students  
• check timetable for each course

Online resources:
• available for each course through course homepage (login required)
Types of assessment:

- Varies with course, but can include: essays, reports, case studies, presentations, tests, final exam

- Grade Point Average (GPA): the average of your results is used to calculate eligibility for certain grades e.g. CP/TP, supplementary assessment, program transfers, further study etc.
Flexible program with a variety of employment options:

- Business management → employed in private sector
- Government → employed in public sector
- Self employed / small business owners
Possible Employment Options:

- Specialisations allow employment as para-professional in areas such as administration, banking, marketing, human resource management, business (export/import) etc.

- No specific employment path but has the advantage of being immune to downturns and trends.
Finding information relevant to the course
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- Library: http://www.library.unisa.edu.au/

- UniSA online resources: go to the home pages of each individual course
Need more assistance?

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- Learning and Teaching Unit: www.unisa.edu.au/ltu/
- Student Counselling: www.unisa.edu.au/ltu/contact/for-students/counselling.asp
- Learning Advisors: www.unisa.edu.au/ltu/contact/for-students/learning.asp

UniSA provides extensive online resources, including: email, MyUniSA, AssignIT, online workshops etc.
- Enrol soon, if not done already
- Don’t miss other orientation activities
- Don’t miss classes from week 1
- Do the work!! – more work non-contact than contact time
- Assessment:
  - be aware of requirements including formatting, deadlines, penalties, how to apply for extensions etc. → Course Information Booklets (CIB)
  - Start early and work consistently on assignments, meet,
  - take the pressure off exam times (e.g. by preparing revision materials)
Withdraw by due dates, if things become too hard to avoid F2's on transcript (employers will ask for reasons!)

Contact me via email or make an appointment – BEFORE problems get too large

Use the help of Student Counsellors & Learning Advisors

Learning at university is very different from high school:

→ be disciplined: set aside enough time to study on a regular basis
→ read & follow the instructions (e.g. CIB)
→ be proactive: don't wait until things just happen → seek help & check resources
→ simply dare to ASK!
All work and no play?
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- Make contact with fellow students
- Form & meet in study groups
- Get to know the student clubs, societies & associations on campus
- Be a part of campus life
Career Services
School of Commerce

- MyCareerPlan → employment and workshop database
- Workshops → career planning, resume writing, job search, interviews
- Targeted Emails → screened opportunities specific to your degree
- Career Consultations → confidential one-on-one meetings
- Work Experience → paid, voluntary and work placement schemes

Email: careers@unisa.edu.au
Phone: +61 8 8302 7860
Location: Career Services, Learning and Teaching Unit
160 Currie Street, Adelaide SA 5000
Thursday 24 February 2011
- Welcome to new students
- Program Information Sessions
- Campus Tour
- Lunch activities
- Preparing for Study
- Online@UniSA
- Enrolment and Credit - Student ID Cards

Friday 25 February 2011
- Being a Successful Student
- Academic writing session
Who to contact when…

**Ms Lyn Nipperess**  
Program Advisor  
(for admin issues e.g. class overrides)

Room:  WL2-61  
Ph:  +61 8 83020294  
Email:  lyn.nipperess@unisa.edu.au
Mr. Patrick Wille
Program Director  DBBA
(for academic issues, e.g. credit, program transfers)

Room:  WL2-36
Ph:    +61 8 83020752
Email:  patrick.wille@unisa.edu.au
Academic staff offices:
Way Lee Building – levels 2/3/4

Commerce School office:
Way Lee Building, Level 2

General Enquiries
Ph:  +61 8 8302 0436
    +61 8 8302 9047
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Learning isn't a means to an end; it is an end in itself. ~ Robert Heinlein

Good luck and enjoy!