

Which industries?

Graduates may find employment within a number of business-related fields including accounting, administration, banking, business, economics, finance, importing and exporting, industrial relations, management, marketing, or human resources management. Graduates may even elect to be self employed and run their own small businesses. They may work in the areas of health or education, and could find employment within private enterprise or the public sector. With specialisations available in a wide range of areas, graduates may be employed as para-professionals in small and large businesses in their selected area of study.

Opportunities exist in both the public and private sectors, in regional and metropolitan areas and internationally.

Graduate Qualities and Employers

Employers look for graduates who have not only strong academic records and relevant qualifications, but also the personal skills and qualities needed to do the job well. As you will know, UniSA programs are designed to develop a range of Graduate Qualities that are highly valued in the workplace.

With these Graduate Qualities you'll be able to approach employers knowing that you stand out from graduates of other institutions.

As a Bachelor of Business Administration graduate, your general background in business and management combined with the skills and knowledge gained from studying your choice of specialisation will help you present yourself as the best candidate for the job. You'll be aware that it's not enough simply to possess the graduate qualities, you'll also need to be able to explain how you've developed them and how they can help you in your work. You may be able to use examples from previous work or life experience, but you can also refer to your program. So, for example, you might want to tell potential employers that you:

Have an ability to operate with a body of knowledge

You should emphasise that UniSA programs offer the most recent discipline knowledge in research, theory and extensive practical based applications that have helped you develop a solid knowledge in the areas of your professional interest, which will generally be reflected in your

choice of major, minor and elective courses. Emphasise any practical-based study components such as introduction to management; business information systems; strategic management and managing organisational information that provided you with real-world experience and knowledge. Mention that your field of study covered the main concepts and principles that underlie effective business administration.

Are prepared for lifelong learning

Tell employers that your degree gave you a broad theoretical and practical base in business administration that can be built on in the years to come. Let them know that your program included a range of courses that helped to strengthen your general knowledge and skills and broaden your outlook and appreciation for further study and lifelong learning. Provide examples of some of these courses and discuss any plans you may have for further study. Explain that you understand the strategies, avenues and information required to help keep your professional skills and knowledge up to date and that this degree provided you with the foundation from which to pursue postgraduate studies in a range of business and management disciplines.

Are an effective problem solver

Inform employers that the range of areas you studied involved aspects of study which challenged your decision making from all sides of the spectrum – and involved subjects such as conflict, its regulation and management and quantitative methods for decision making. Let them know that you can apply the principles of decision-making in a work environment. If you were faced with particular challenges regarding decisions that you had to make in any practical or theoretical component of your course, tell employers about this too. You could use specific examples of where, how and why you had to solve problems during the course of your study program or in any environment in which these skills were called to test, such as during overseas study.

Can work autonomously and collaboratively

Emphasise that your studies provided the opportunity to develop and put into practice your skills in working both independently and in team situations. You could talk about the discipline, initiative and organisational skills required to complete individual tasks and the negotiation, leadership and communication skills you developed while working with your fellow students. Try to provide examples of both your positive approach to team work and your capacity

to work autonomously. You can talk about any organisation-based projects you undertook that developed your skills in researching and working both independently and within a team-based setting.

Are committed to ethical action and social responsibility

Underpinning all UniSA programs is a commitment to ethical practice. As a student, you developed an understanding of these principles through study that covered areas such as ethical issues underlying the application of accounting standards; the place of ethics in business and management; types of ethical problems; ethical argument; ethics programs and ethics, culture, decisions and rationality.

Communicate effectively

Indicate that one of the fundamental skills you developed in the Business Administration program was the ability to think logically and to communicate clearly and effectively. This was further developed and enhanced through topics that developed different aspects of your communications skills such as intercultural communication; communication concepts and theories; non-verbal communication; listening, intra- and interpersonal communication; presentation and public speaking; principles of business writing and correspondence; computer-mediated communication and emerging communication trends. Mention any other courses or electives that assisted in the development of your communication skills throughout your course of study. Where relevant, provide examples of when and how your communication skills were put to use.

Demonstrate an international perspective

Explain to employers that your degree emphasised the need to maintain an international perspective and that this was focused through topics such as international management ethics and values; global issues for accounting; strategies for global competition; international marketing; internationalisation and globalisation; international staffing, training and management development, performance appraisal and reward and compensation; issues related to global information management and international and comparative human resource management. Mention any elective studies or organisation-based projects completed that may have enhanced your international perspective. Also, tell potential employers that many of the students studying at UniSA campuses in Australia are from overseas. This provided you with the opportunity to interact and communicate with students from all parts of the world.

Note: Statistical data and occupational classifications used in this brochure have been sourced from Department of Employment and Workplace Relations.

Further information

For more information about the programs, including fees, visit:
www.unisanet.unisa.edu.au/programs

Australian applicants

School of Management
City West Campus
Undergraduate Student Administrator
Telephone: 08 8302 9047
Email: cmr.enquiries@unisa.edu.au
Website: www.unisa.edu.au/commerce

International applicants

International Prospective Students Office
GPO Box 2471
Adelaide SA 5001
Telephone: (613) 9627 4854
Facsimile: (613) 9627 4864
Email: international.office@unisa.edu.au
Website: www.unisa.edu.au/internat

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Information correct at time of printing (November 2007)
CRICOS provider number 00121B



University of
South Australia

Division of
Business



careers

Experience. The Difference.



Bachelor of Business Administration = your opportunity to enter an exciting international world of business

Complete a Bachelor of Business Administration at UniSA and your internationally recognised qualification will give you flexibility to make broad choices about your ultimate career direction. The skills and knowledge that this program of study helps you to develop – a well-rounded and practical understanding of the what it takes to perform as a professional in the dynamic global business environment – are attributes that many employers worldwide are seeking.

Combining your core skills and knowledge with experience that can be gained from overseas study will broaden your horizons and take you to places where there is a demand for business professionals with the skills and experience you have gained from completing this program.

As businesses around the world strive for continuous improvement and meet the challenges of corporate competition, the demand for skilled and experienced business administration professionals is increasing. You have an opportunity to enter an area that is dynamic, growing and global. Increasing professionalism and growth in this area means that continuing employment options for graduates exist in an enormous range of areas – nationally and internationally.

Business Administration graduates can enjoy the freedom of seeking work across a wide spectrum of areas as most businesses and government departments require skilled administration specialists across many facets of operation. By starting in a graduate entry position with this degree, you have the opportunity to progress towards specialist management roles, offering you an upward career path that will be both challenging and rewarding. The opportunity for further specialised study exists to further improve and focus your career opportunities.

Employment snapshot

Office Assistants and Managers

Job prospects:	GOOD
Employment predictions to 2011–12:	STRONG
Occupation size:	LARGE (170 900)
Ave weekly wage:	\$882
% in FT work:	70%
Vacancy Levels:	MODERATE
Vacancy reasons:	11% Job change 69% Leaving occupation 20% New jobs

Record Managers

Job prospects:	GOOD
Employment predictions to 2011–12:	STRONG
Occupation size:	SMALL (3700)
Ave weekly wage:	\$1200
% in FT work:	82%
Vacancy levels:	MODERATE
Vacancy reasons:	30% Job change 55% Leaving occupation 15% New jobs

Which occupations?

Starting in a graduate entry position, this degree gives you the opportunity to progress towards roles in management, offering you an exciting upward career path where opportunities abound. Graduates of this degree can start their careers in roles such as administration officer/assistant; business administration officer/assistant and work their way up to roles such as administration manager; records manager; business administration specialist; operations manager. Depending upon the specialisations taken in the degree, para-professional careers in various areas are available. Some graduates take this broad degree to provide them with the specialist knowledge they need to become entrepreneurs in their own right.

The employment level ('000s of people) for Office Assistants and Managers, and Records Managers:

