

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 Commerce 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. Let employers know that your degree is designed to enable you to fulfil the essential functions of an accountant and business advisor and that you developed the skills that enable you to manage and provide the essential information that businesses need to make successful financial and management decisions.

Are prepared for lifelong learning

Tell employers that your degree gave you a broad theoretical and practical base in commerce 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.

Are an effective problem solver

Inform employers that your program involved study that challenged and honed your decision making skills – 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 decision making and accountability rationales for accounting and the ethics involved in its practice. Mention any elective courses taken that enhanced your commitment to ethical action and social responsibility.

Communicate effectively

Indicate that one of the fundamental skills you developed in the Commerce program was the ability to think logically and to communicate clearly and effectively – with words as well as numbers. This was further enhanced through topics that developed different aspects of your communication skills such as communication concepts and theories; intercultural and non-verbal communication; organisational communication; presentation and public speaking; principles of business writing; business correspondence; employment communication computer-mediated communication and emerging communication trends. Mention any other courses or electives that assisted in developing your communication skills and provide examples of when and how your 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 global issues for accounting which covered aspects of global competition; global organisations; international financial reporting standards and international financial reporting and auditing issues. Mention other courses that helped to develop your international appreciation and understanding such as intercultural communication and Australia's changing role in the global market and in international trade. Mention any elective studies or organisation-based projects completed that provided an international focus. 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 Commerce
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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University of
South Australia

Division of
Business



careers

Experience. The Difference.



Bachelor of Commerce = your opportunity to enter an exciting international world that deals in the language of business

Complete a Bachelor of Commerce at UniSA and you are on your way to a career where you can make a significant impact on business operations worldwide. This program gives you many career choices where your skills in analysing and planning the financial matters of organisations means you have an open door when seeking employment.

This qualification will give you flexibility to make broad choices about your career direction. The skills and knowledge this program of study helps you to develop are attributes that many employers worldwide are seeking.

As businesses around the world strive for continuous improvement, seek ways of increasing effectiveness and meet the challenges of local and global competition, the demand for skilled and experienced commerce 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.

Commerce graduates can enjoy the freedom of seeking work across a many areas as most businesses and government departments require professionals skilled in accounting and financial management. By starting in a graduate entry position with this degree, you have the opportunity to progress towards specialist and management roles, offering you an upward career path that will be both challenging and rewarding.

Employment snapshot

Accountants

Job prospects:	GOOD
Employment predictions to 2011–12:	STRONG
Occupation size:	LARGE (149 800)
Ave weekly wage:	\$1175
% in FT work:	83%
Vacancy Levels:	MODERATE
Vacancy reasons:	54% Job change 32% Leaving occupation 14% New jobs

Finance Managers

Job prospects:	GOOD
Employment predictions to 2011–12:	STRONG
Occupation size:	LARGE (49 700)
Ave weekly wage:	\$1538
% in FT work:	93%
Vacancy level:	MODERATE
Vacancy reasons:	9% Job change 75% Leaving occupation 16% New jobs

Which occupations?

This program gives students the education and skills necessary to be an accountant in public practice, commerce and industry and the public sector. Graduates of this degree can find employment as accountants; financial analysts; taxation agents; account keeper; auditor; management accountant; financial manager and forensic accountant. Graduates may also choose to find roles such as secretarial or administrative officers. The program also provides a sound qualification for careers in business and management.

Which industries?

Graduates may find employment within a number of business-related fields including accounting; administration; banking; business; liquidation and receivership practices; 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, hospitals or federal, state and local government.

The employment level ('000s of people) for Accountants and Finance Managers:

