Welcome

You are about to start on the greatest intellectual adventure you could possibly imagine and I’m delighted that you’re considering coming to study with us at the University of South Australia.

You’ll find that we are a university for the 21st century; we educate tomorrow’s professionals and conduct research to solve today’s challenges.

With a vibrant and diverse student body comprised of about 34,000 students, the University of South Australia is the State’s largest university. We offer more than 200 degree programs in business, education, arts, social sciences, health sciences, information technology, engineering and the environment.

We are South Australia’s leading university for graduate careers and are ranked first in the State for overall student satisfaction (2014 Good Universities Guide). Our reputation for excellence around the world also continues to grow as the youngest university in Australia ranked in both QS Top Universities’ and Times Higher Education’s top 50 of world universities under 50 years old. QS also ranks UniSA in the top 10 of universities aged under 25.

Our reach extends into South Australian industry through more than 2000 connections including partnerships with Hewlett-Packard and Hills Ltd. It also extends across the globe through powerful partnerships with global universities Shandong, Tianjin and Beijing Normal Universities in China, Keio University in Japan, Trinity College in Dublin and numerous collaborative efforts with universities elsewhere in Europe and in North America.

If you decide that the University of South Australia is the right place for you, we will do everything possible to set you on the career of your choice so that, as a graduate, you can take your place as one of the new professionals driving national and international economies through your skills, capabilities and innovation potential.

I hope that you will consider joining us and I look forward to seeing you on campus soon.

Professor David G. Lloyd
Vice Chancellor and President

Acknowledgement of Country

UniSA respects the Kaurna, Boandik and Barngarla peoples’ spiritual relationship with their country. We also acknowledge the diversity of Aboriginal peoples, past and present.

Find out more about the University’s commitment to reconciliation at unisa.edu.au/RAP
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2015 Events

Open Day 2015
Sunday, 16 August, City West and City East campuses
unisa.edu.au/openday

Program Information Session
Tuesday, 25 August, 4:30–6:30pm, City West campus
unisa.edu.au/infosessions
Focused on the future

We’ve got some exciting plans for the future with new learning spaces in health, science and innovation – all in the heart of Adelaide’s booming West End.

> Jeffrey Smart Building (JSB): the JSB has quickly become our new student home. Based at the City West campus, you can borrow books, grab a coffee, charge your laptop, book a study room or even enjoy a free outdoor movie.

> Great Hall: the University is commencing construction on this brand-new space in 2015. Once complete, it will host graduation ceremonies, student sporting events, exhibitions, a gym, swimming pool and more.

> Sci | C | Ed: part of the University’s new Health Innovation Building (construction commencing in 2015), the Science | Creativity | Education Studio will provide a new space for students and industry to innovate, create and collaborate.
Study. Solutions. Connections.
We’ve prioritised the right elements to build an industry-connected, globally enterprising university.

**Study** Educating tomorrow’s professionals

With employment rates that exceed the state and national averages, our graduates will be front and centre as the leaders and innovators of tomorrow.

As South Australia’s largest university, we offer a wide and varied range of programs in arts, education, social sciences, business and law, health sciences as well as aviation, engineering and IT, environments, science and mathematics.

>* 91 per cent of UniSA graduates going on to full-time work are employed in a professional occupation within four months of completing their degree. (Graduate Destination Survey)*

**Solutions** End-user focused research

We are a solutions-oriented university, taking on the challenges of the future and aligning our research towards providing answers in these areas.

>* Australia’s leading university for interdisciplinary research. (U-Multirank 2015)*

**Connections** Partnering with industry

Real solutions don’t happen without great partnerships and we’re teaming up with local icons and international heavyweights to drive the advancements behind a better society.

>* Collaborating with more than 2000 companies worldwide.*
Preparing future leaders

Our graduates are industry-ready professionals who thrive in global and dynamic business environments.

**Accounting, Finance, Economics and Property**

Our accounting, finance, economics and property programs are recognised by key industry and accrediting bodies. This means you will graduate with a degree that is relevant to today’s business environment and respected by employers here and overseas.

Our interactive learning environments and practice-based opportunities will prepare you for your career and provide you with a unique skill set. Your expertise in analytics and communication, coupled with your technical knowledge, will equip you to be a confident decision maker for whichever career path you pursue.

**Management and Human Resource Management**

Study with one of Australia’s leading providers of management education and learn how to guide people and organisations in complex environments. Informed by industry and research, our programs in business, management, human resource management and logistics and supply chain management will provide you with the strategic mindset to drive organisational success.

Work placements will also allow you to gain hands-on experience while you study. You will be able to apply your knowledge to real scenarios and build a network of professional contacts.

**Marketing**

As a marketing student at the UniSA Business School, you will have access to the most up-to-date knowledge taught by world-famous marketing experts.

Renowned for their research in marketing science, our lecturers and tutors include academics who advise some of the biggest international brands. This means you will not only learn the latest marketing theory, but also have the opportunity to undertake experience-based learning through our established industry networks.

Our programs are designed to ensure that once you graduate, you’re ready to hit the ground running.

**Tourism, Sport and Events**

A professional management degree in tourism and events or sport and recreation will allow you to pursue a career in dynamic, growing and global industries. From festivals and concerts to tourism attractions and sporting events, we will provide you with the opportunity to apply your specialised management skills to a variety of vibrant business settings.

As a student, you will have access to a number of events such as the Tour Down Under and the Adelaide Festival so you can gain industry experience while you study.

*UniSABusinessSchool.edu.au*

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*The UniSA Business School is accredited by EQUIS – the EFMD Quality Improvement System.*
Learn a language while you study

The ability to speak a second or third language is an invaluable skill in today’s global environment and our Diploma in Languages provides a unique opportunity to learn French, Italian, Japanese or English (as an Additional Language) alongside your professional studies. Tailored to all ranges of fluency, you can pick up a new language from the very beginning or refine pre-existing speaking, writing and listening skills.

Find out more in the communication, international studies and languages guide or visit

uni.sa.edu.au/languages

UniSA Business School

One of Australia’s premier business schools committed to making a real difference to business and communities

Renowned nationally and internationally for excellence in business education, our degrees span accounting, business, finance, law, management, marketing, property, and tourism, sport and events.

We develop our programs in partnership with industry and connect with top professional bodies to ensure our degrees stay cutting-edge.

With a focus on professional engagement and applied learning, our students are career-ready as soon as they graduate.

You may also be interested in...

If a career in business interests you, you may also be interested in studying:

> Law (double degree)
BUSINESS CAREER MENTOR PROGRAM: LEARN ALONGSIDE EXPERIENCED BUSINESS PROFESSIONALS

97% OF FINANCE GRADUATES HAVE ACHIEVED FULL-TIME EMPLOYMENT
GRADUATE DESTINATION SURVEY 2014

OUR TOURISM & EVENTS PROGRAM ADMITTED TO THE SA TOURISM HALL OF FAME

SA'S ONLY PROPERTY DEGREE

THE ONLY UNIVERSITY IN SA OFFERING SPECIALISED MARKETING DEGREES
TAUGHT BY MARKETING EXPERTS
Planning your career in business

The top five reasons you need to study business at UniSA.
Core courses

Our core courses ensure you graduate with essential skills that you can apply to a variety of business careers. A key component of our business and commerce programs, these courses will increase your breadth of business knowledge and provide an effective transition into your chosen profession.

In addition to specialist courses relevant to your degree, you will gain broad-based business expertise and develop key professional capabilities.

You will learn business analytics and fundamentals in areas such as accounting, business law and marketing, as well as skills in professionalism, leadership and global citizenship. You will also have the opportunity to study capstone electives where you can gain industry experience, work in teams on a real business scenario or undertake a comprehensive research project.

Career Services

To ensure you are industry-ready before you graduate, you will have access to a variety of tailored career development opportunities throughout your degree.

The Career Services team is on-hand to offer guidance, events, career planning workshops and work placements so you can explore your career interests and make the most of your studies. You can find these services and more through our careers website which also allows you to connect with industry professionals, search for employment opportunities and use our online career tool.

unisa.edu.au/business/students
Mentoring program

Our Business Career Mentor Program matches you with an experienced business professional to help you develop the career management skills and industry knowledge you need to successfully transition into your graduate role. Our industry mentors come from a wide range of roles and can provide you with valuable advice relevant to your career path.

unisa.edu.au/business/students/bcmp

Flexible study options

We offer a number of study modes so you can learn on-campus, online, part-time, intensively or through a mixture of these.

You have the option to spread your study over a longer period of time, participate in our summer and winter school or access learning materials online giving you the flexibility to fit study around your commitments. Our online learning environment includes a wide range of facilities to support your studies such as virtual classrooms, lecture recordings, the electronic submission and return of assignments, and more.

Student exchange

Studying abroad can pave your path to global citizenship and as a student at the UniSA Business School, you can make our student exchange program part of your degree.

With over 100 partner universities, you can choose to study in 25 locations including Europe, UK, Canada, USA, South Korea and Japan - anywhere from two weeks to one year. We also offer travel and student mobility grants. Together with available government grants, this can add up to a combined total of $12,500 which can assist with your expenses overseas.

You will gain the opportunity to experience diverse customs and cultures, build international networks and improve your language and intercultural communication skills. Your global perspective will also add a competitive advantage to your degree and enhance your career prospects once you graduate.

unisa.edu.au/exchange
Combined degrees

Key features

> Specialise in two fields and gain a competitive advantage when entering your chosen career.
> Complete a combined degree and graduate with double the opportunities in less than double the time.
> Degree combinations with other disciplines may also be available upon request.

Overview

At the UniSA Business School you have the opportunity to pair two single degrees to create your own combined degree program. Combining degrees enables you to specialise in two fields, providing you with choice, flexibility and increased employer value at the start of, and throughout, your career. Our flexible program structures also mean that in most cases you can complete your study in four years full-time (or part-time equivalent).

At the UniSA Business School, you can select from many combined degree options in areas such as:

> accounting
> economics, finance and trade
> finance
> human resource management
> logistics and supply chain management
> management
> marketing
> property
> sport and recreation management
> tourism and event management.

Additional degree combinations with other disciplines may also be available upon request.

Entry requirements

To apply for a combined degree, you must first apply for and enrol in a single UniSA Business School degree. On completion of 18 units of study in your single degree and satisfaction of the entry requirements, you may apply through an internal program transfer to add your second degree.

unisa.edu.au/business/combined

EXAMPLE SCHEDULE FOR BACHELOR OF BUSINESS (MARKETING), BACHELOR OF BUSINESS (TOURISM AND EVENT MANAGEMENT)

BUSINESS SCHOOL CORE COURSES
Accounting Principles for Business Decisions
Business and Society
Professional Development in Marketing
Business Law
Management and Organisation
Marketing Principles: Trading and Exchange
Quantitative Methods for Business
Business Intelligence
Business Operations
International Business Environment
Principles of Economics
Strategic Management

MARKETING COURSES
Buyer and Consumer Behaviour
Market Analysis
Market Research
Advertising
Sales and Distribution Management
Brand Management
Integrated Marketing
Business and Marketing Planning
Advanced Elective
Elective
Elective

TOURISM AND EVENT MANAGEMENT COURSES
Understanding Travel and Tourism
Foundations of Event Management
Managing the Hospitality Experience
Conventions, Exhibitions and Business Meetings
Tourism and Hospitality Marketing
Food, Wine and Festival Tourism: Impacts and Development
Critical Issues in Tourism in the Asia Pacific Region
Policy Planning and Development for Tourism
Capstone Elective

Standing out with two degrees

Henrik Wallgren

Graduate, Human Resource Management and Accounting, Management (Honours), UniSA Business School.

After studying core business courses in his first year, Henrik found he was interested in two areas. ‘I commenced a degree in human resource management (HRM) and after completing the core courses, decided to combine my degree with accounting.’

A combined degree provided Henrik with specialist skills in both fields. ‘A combined degree gave me a broader understanding of management and HRM theories, but also practical skills in accounting, budgeting and control systems.’

Since graduating, Henrik has been able to apply knowledge from both programs to his career and encourages other students to study two degrees. Studying a combined degree at the UniSA Business School sets you apart from single-degree students and widens your career options; he says.

Now Business and Workplace Adviser at the South Australian Wine Industry Association, Henrik draws on his business strengths, providing expert industrial relations and human resources advice as well as consultancy to wine industry employers.
Bachelor of Commerce (Accounting)  
Bachelor of Business (Finance) DBCD

**Key features**
- This program is accredited by respected professional bodies locally and overseas.
- Graduate with two degrees in four years and the wide range of skills employers seek.

**Overview**
This double degree is your opportunity to enter an industry seeking accounting and finance professionals with a diverse range of skills. You will graduate with an accounting and a finance degree, providing you with opportunities for a fast-tracked career towards management roles.

**UnISA College pathways**
Pathways into this program are available through the following UnISA College programs:
- Diploma in Business
- Foundation Studies

**Career opportunities**
Some of the functions you will perform as a graduate include:
- accounting practice
- tax and auditing
- financial management
- retail and investment banking
- corporate treasury and money markets
- fund management
- financial planning and advisory
- receivership and restructuring

**Professional recognition**
This program is recognised by the following bodies:
- Financial Services Institute of Australasia (FINSA) – graduates satisfy the educational requirements for membership where they are working in the financial services industry.
- Chartered Financial Analyst (CFA) Institute University Recognition Program – status granted to institutions whose degree programs incorporate at least 70 per cent of the CFA Program Candidate Body of Knowledge (CBOK),
- Association of Chartered Certified Accountants (ACCA) – on application you will receive maximum exemption and entry into the ACCA professional program.

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**FIRST YEAR**
- Principles of Economics
- Accounting for Business
- Marketing Principles: Trading and Exchange
- Business and Society
- Business Law
- Quantitative Methods for Business
- Financial Accounting 1
- Macroeconomics

**SECOND YEAR**
- Business Intelligence
- Growth Development and the Macroeconomy
- Economic Analysis of Business Decisions
- Elective
- International Business Environment
- Forecasting and Business Analysis
- Business Finance
- Elective

**THIRD YEAR**
- Portfolio and Fund Management
- Strategic Financial Analysis
- Capstone Elective
- Elective
- Economics of Public Policy
- International Economics
- International Currency and Banking Markets
- Elective

**FOURTH YEAR**
- Portfolio and Fund Management
- Capstone Elective
- Elective
- Finance Specialist
- Financial Risk Analysis
- Strategic Financial Analysis
- Contemporary issues in Accounting

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**ENTRY**
- SATAC 424091
- ATAR (Feb 2019 cut-off) 68.15
- TAFE minimum entry 75
- CRICOS program code 04170U
- Prerequisites none
- Assumed knowledge none
Lilian decided to study a double degree in accounting and finance when she realised the difference it could make to her career.

‘Accounting and finance are two career paths that I have always been interested in. When I realised I could study both and graduate with two degrees in four years, I enrolled and I am better for it today,’ she says. ‘It increased my career options and helped me secure my current role as Corporate Tax Consultant at KPMG Australia.’

During her studies, Lilian also learnt the significance of developing important career skills. ‘The UniSA Business School’s accounting program has a strong emphasis on the importance of communication and teamwork. You need to be able to communicate technical concepts in terms that your clients can understand and action,’ she says. ‘Beyond the theoretical knowledge, I have found these skills to be extremely useful when interacting and corresponding with clients and colleagues.’
Bachelor of Business (Property) **DBPY**

**ENTRY**
- SATAC: 424131
- ATAR (Feb 2015 cut-off): 65.45
- Preferred score (guaranteed entry): 75
- TAFE minimum entry: Cert IV
- CRICOS program code: 024196G
- Assumed knowledge: none

**Prerequisites**

**First year**
- Business Law
- Accounting for Business
- Discovering Opportunities in Property
- Professional Development in Property
- Marketing Principles: Trading and Exchange
- Principles of Economics
- Quantitative Methods for Business

**Second year**
- Business Intelligence
- Property Valuation
- Fundamentals of Property Law
- Land Use, Planning and Sustainability
- Business Finance
- Management and Organisation
- Building Evaluation for Property
- Property Asset Management

**Third year**
- Statutory Valuations
- Property Development
- Property Investment
- Elective
- Property Research
- Property, People and Place
- Property Practice
- Elective

**Key features**

- Activities and events from year one will introduce you to networking, provide you with valuable industry contacts and give you in-depth knowledge of the industry from property professionals.
- The Property Mentoring Scheme will see you paired with a current property professional, giving you industry experience and networks.
- This program is accredited for valuation by several professional bodies locally and overseas.

**Overview**

Our Bachelor of Business (Property) is the longest running property program in Australia and the only one of its kind in South Australia. It will provide you with the knowledge, skills and qualifications essential to a successful career in the property industry. Property deals with the valuation, management, development, investment and administration of land and properties. As a property professional you will gather and analyse information to help you make informed decisions and offer practical advice about the use and management of property.

**Career opportunities**

Some of the areas you may gain employment in include:
- valuation
- asset portfolio and fund management
- property development
- property investment
- commercial, industrial and retail property management
- commercial property sales
- property research.

**Bachelor of Commerce (Accounting) ****DBCA**

**ENTRY**
- SATAC: 424181
- ATAR (Feb 2015 cut-off): 68.65
- Preferred score (guaranteed entry): 75
- TAFE minimum entry: Cert IV
- CRICOS program code: 080917C
- Assumed knowledge: none

**Prerequisites**

**First year**
- Accounting for Business
- Quantitative Methods for Business
- Business Law
- Business and Society

**Second year**
- Financial Accounting 1
- Management and Organisation
- Marketing Principles: Trading and Exchange
- Principles of Economics

**Third year**
- Taxation Law 1
- Sustainability Accounting and Reporting
- Cost Management Systems OR Elective
- Auditing Theory and Practice
- Contemporary issues in Accounting
- Strategic Financial Analysis
- Elective

**Key features**

- We offer some of the most flexible study modes in Australia.
- Develop key communication and teamwork skills.
- Learn from cutting edge online resources.

**Overview**

This program opens up a world of opportunity in business. This is your chance, as part of a generation of new innovators, to lead the way in a highly regarded and evolving accounting profession. You will benefit from our strong links with professional industry bodies which means your skills will be fresh, relevant and respected. These links will assist you on a vibrant and challenging career path, with employment opportunities locally and around the world.

As an accounting graduate, you will be a decision maker and problem-solver. You will be confident and analytical, excel in team situations, and understand the economic, legal and political influences that affect global business. These qualities will be key to your role in assisting clients make successful financial and management decisions.

**Career opportunities**

This program will prepare you for careers in:
- accounting practice
- tax and auditing
- business advisory
- receivership and restructuring
- litigation support
- forensic accounting.

**Professional accreditation**

This program is recognised and fully accredited by CPA Australia and Chartered Accountants Australia and New Zealand. The program satisfies the educational requirements for entry into Chartered Accountants Australia and New Zealand’s professional program (the Chartered Accountants program) and entry into CPA Australia’s professional program (the CPA Program).

**UniSA College pathways**

Pathways into this program are available through the following UniSA College programs:
- Diploma in Business
- Foundation Studies
Bachelor of Business (Finance) DBCF

ENTRY
SATAC 424051
ATAR (Feb 2018 cut-off) 66.6
Preferred score (guaranteed entry) 75
TAFE minimum entry Cert IV
CRICOS program code 08091BB
Prerequisites none
Assumed knowledge none

Key features
> Over the last few years, 97 per cent of our finance graduates have gained full-time employment.
> Guest lecturers and case studies provide you with valuable industry insight.
> Current technologies are integrated into the curriculum to support your learning.

Overview
Offering the longest established finance program of its kind in South Australia, we have graduated career-ready professionals for more than 30 years. You will benefit from our strong links with industry and professional associations which keep this program relevant and cutting-edge. Finance is a dynamic industry that deals with the borrowing, lending and investing of money by individuals, financial institutions, businesses and government bodies. As a finance professional you will identify, analyse and interpret financial information using state-of-the-art technologies to make beneficial decisions.

Career opportunities
Some of the areas where you may gain employment following graduation include:
> financial planning and advisory
> investment
> international banking
> corporate treasury and money markets
> lending
> fund management
> management consulting.
Bachelor of Business **DBBN**

**ENTRY**

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**Prerequisites**

- SATAC varies by specialisation
- ATAR (Feb 2015 cut-off)
- TAFE minimum entry CertIV
- CRICOS program code varies by specialisation
- Prerequisites: none
- Assumed knowledge: none

**Key features**

> Multiply your career options with business minors and gain sector-specific skills with cross-disciplinary majors in areas such as legal studies and health services management.

> Gain industry experience with an optional internship or study a capstone elective where you will participate in a business simulation with other students.

> Enrich your business skills with a minor from another discipline such as a language.

> Our summer and winter school gives you the opportunity to fast-track your degree and complete selected courses during study breaks.

**Overview**

The Bachelor of Business is a suite of programs that provides you with specialised knowledge, skills, and expertise to perform as a professional in dynamic business environments. It gives you the flexibility to build your own degree from a selection of majors and minors, and align your career options to a particular sector.

You should consider the Bachelor of Business if you:

> are interested in a number of business career paths,
> would like to apply your business skills to a particular sector, or
> would like to add value to your business degree with a specialisation from another discipline area.

**Business**

This program is designed to provide you with a broad range of business skills and the choice to diversify your career options. You can choose from minors in business (such as marketing, human resource management or accounting), or from another discipline area (such as communications, international relations or languages), allowing you to tailor your degree to your career path.

**Design and Innovation**

This specialisation provides you with the skills to think critically and learn the business principles specific to the design sector. You will gain the business tools to apply this knowledge to product concepts and innovation development cycles, understand how to collaborate with design professionals as part of the development process, and learn how to bring design ideas to a commercial reality. You will also develop the skills to answer complex business questions and be encouraged to think outside the square.

**Health Services Management**

This is a unique program which gives you the opportunity to ensure health practitioners and organisations deliver their services in efficient and effective ways. You will develop a number of key business skills as they apply to the health sector including planning and coordinating the delivery of healthcare services, understanding the role of clinical services, managing information and resources, and collaborating with others to build your interpersonal skills.

**Information Strategy and Management**

This program equips you with the knowledge and skills to develop strategic information systems and processes that align to an organisation’s business needs. You will learn how to plan, form and apply IT solutions to respond to business problems and gain expertise in areas such as accounting, economics and marketing. A capstone elective in your final year will also allow you to gain hands-on experience before you graduate.

**Innovation and Entrepreneurship**

This program helps you develop an enterprising mindset crucial for finding creative, innovative and useful solutions in business and social enterprises. You will learn how to identify and evaluate new business ideas and develop plans for launching innovations. You will also discover what is involved in setting up and marketing a successful enterprise, and how to commercialise new products and services in business and not-for-profit sectors.

**Legal Studies**

This specialisation provides you with broad-based knowledge, and the expertise to perform as a business professional in the legal sector. You will learn some of the fundamental principles of the Australian legal system and have the opportunity to extend this knowledge through electives. This program also shares courses with our Bachelor of Laws (DBLA). If you are successful in achieving the required grade point average, you can use this program as a pathway into our law degree.

**Career opportunities**

As a graduate of this program, some of the wide and varied career options you can explore include:

> Design and Innovation: education, manufacturing, health, environment, engineering.
> Health Services Management: health administration, health and welfare service coordination, office management, health product and service marketing.
> Information Strategy and Management: analyst, business consultant, information systems manager, project coordinator, web design consultant.
> Innovation and Entrepreneurship: business manager, entrepreneur, strategist, innovation manager, consultant.
> Legal Studies: business owner, executive manager, policy advisor, local councillor, paralegal, legal officer.

**UniSA College pathways**

Pathways into this program are available through the following UniSA College programs:

> Diploma in Business
> Foundation Studies

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**EXAMPLE PROGRAM SCHEDULE FOR BACHELOR OF BUSINESS (LEGAL STUDIES)**

**FIRST YEAR**

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<thead>
<tr>
<th>Business Law</th>
<th>Accounting Principles for Business Decisions</th>
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<td>Marketing Principles: Trading and Exchange</td>
<td>Quantitative Methods for Business</td>
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<td>Business Intelligence</td>
<td>Management and Organisation Elective</td>
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<td>Contracts A</td>
<td>International Business Environment Elective</td>
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**SECOND YEAR**

<table>
<thead>
<tr>
<th>Strategic Management</th>
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<td>Capstone Elective</td>
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</table>
The experience you need to succeed

Fatemeh Khodadadi and Dr Sandy Barker

Student, Management, UniSA Business School
Coordinator, Work Integrated Learning, UniSA Business School

As coordinator of experiential learning at the UniSA Business School, Sandy recognises the importance of integrating work placements, classroom simulations and career-focused assessment into our degrees.

‘Experiential opportunities show students what they can expect in the business world. They let students apply theories they have learnt and build on attributes they will need for their graduate roles,’ she says. ‘They learn about teamwork, communication, business etiquette, project leadership and networking first-hand.’

Sandy also runs workshops so students are prepared before they start. ‘They are able to identify skills they would like to develop and gain an understanding of workplace ethics,’ she says.

Management student, Fatemeh, undertook a work placement as part of her degree and found the experience invaluable. ‘This opportunity allowed me to learn more about professional environments and provided me with employable skills. It added that competitive edge to my degree.’
Maximising performance

Vy Vo

Graduate, Human Resource Management, UniSA Business School

Vy chose to study human resource management (HRM) at the UniSA Business School because she was interested in human behaviour and wanted a degree that was transferrable across industries. She felt the program introduced her to all areas of business. ‘Core courses in business provided a great foundation for the HRM electives which I used to build my specialisation,’ she says.

After two work placements, Vy embraced networking opportunities to develop her industry contacts. ‘The best aspect of studying at the UniSA Business School was the emphasis on networking. Through events and the Business Career Mentor Program, students can establish industry relationships which are vital when starting your career.’

Vy now draws on her studies as Senior Consultant in Workforce Relations at TAFE SA. ‘The most interesting part of my role is leading investigations in alleged employee misconduct and trying to determine what motivated the employee to engage in such conduct,’ she says.

Bachelor of Business (Human Resource Management) DBBH

ENTRY

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<th>SATAC</th>
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</tbody>
</table>

Key features

> Study a specialised and accredited human resource management degree.
> Work placement opportunities allow you to apply your knowledge and skills to real-life business situations and establish vital industry contacts.
> Our summer and winter school gives you the opportunity to fast-track your degree and complete selected courses during study breaks.

Overview

Human resource management (HRM) has advanced rapidly as a management discipline on the back of growing service-based economies, increased regulation and the importance of organisational efficiency. Modern business success is often talked of in terms of leadership, workplace culture and the health and wellbeing of employees – all of which HRM plays a leading role. This program is designed to provide you with a solid grounding in human resources for managing people to achieve positive outcomes in areas such as staff motivation, staff performance appraisal, training and development, and staff retention. You will develop a solid understanding of management systems and the skills to perform as an effective manager in a global environment.

Career opportunities

Some of the areas you may gain employment in include:

> organisational human resources
> recruitment consulting
> human resources and industrial relations management consulting
> occupational health, safety and welfare
> learning and development
> organisational development
> industrial relations
> project management and policy advice
> general management.

Professional accreditation

As a graduate, you will satisfy the requirements for professional membership of the Australian Human Resources Institute (AHRI).
Bachelor of Business (Management) **DBBG**

**ENTRY**
- SATAC: 424101
- ATAR (Feb cut-off): 65
- Preferred score (guaranteed entry): 75
- TAFE minimum entry: CertIV
- CRICOS program code: 080993B
- Prerequisites: none
- Assumed knowledge: none

**Key features**
- Work placement opportunities allow you to apply your knowledge and skills to real-life business situations and establish vital industry contacts.
- Specialise in two fields by combining your management degree with another UniSA Business School degree.
- Our summer and winter school gives you the opportunity to fast-track your degree and complete selected courses during study breaks.

**Overview**
Modern management involves organising people, money, technology and problem-solving to achieve business objectives, placing it at the forefront of every business and organisation. This program will teach you how to best manage available resources and provide you with a solid understanding of management systems. You will graduate with the skills to perform as an effective manager in a global environment.

Our Bachelor of Business (Management) recognises industry requirements and accommodates current business trends. More importantly, it will provide you with the expertise to address emerging issues and help you to recognise the need for innovation throughout your career.

**Career opportunities**
Some of the roles you will be equipped to perform as a graduate of this program include:
- project officer
- executive officer
- business manager
- public policy manager
- general manager

**UniSA College pathways**
Pathways into this program are available through the following UniSA College programs:
- Diploma in Business
- Foundation Studies

**FIRST YEAR**
- Management and Organisation
- Foundations of Human Resource Management
- Marketing Principles: Trading and Exchange
- Quantitative Methods for Business
- Business Law
- Project Management: Principles and Strategies
- Business and Society
- Professional Development in Business

**SECOND YEAR**
- International Business Environment
- Communication and Organisational Practice
- Business Intelligence
- Accounting Principles for Business Decisions
- Business Operations
- Organisational Behaviour
- Elective

**THIRD YEAR**
- Managing Decision Making
- Strategic Management
- Entrepreneurial Enterprises
- Capstone Elective
- International Management Ethics and Values
- Principles of Logistics and Supply Chain Management
- Advanced Elective
- Advanced Elective

---

Bachelor of Business (Logistics and Supply Chain Management) **DBBL**

**ENTRY**
- SATAC: 424511
- ATAR (Feb cut-off): 69.3
- Preferred score (guaranteed entry): 75
- TAFE minimum entry: CertIV
- CRICOS program code: 080915E
- Prerequisites: none
- Assumed knowledge: none

**Key features**
- There is high global demand for qualified logistics and supply chain professionals.
- Work placement opportunities allow you to apply your knowledge and skills to real-life business situations and establish vital industry contacts.
- Our summer and winter school gives you the opportunity to fast-track your degree and complete selected courses during study breaks.

**Overview**
Many products we rely on day-to-day are comprised of elements from around the world. Apart from logistics and supply chain professionals, most people would take for granted the complex systems that bring products to your doorstep or local store. Logistics and supply chain management involves storing and managing the flow of goods and services from the point of origin to the consumer. It can encompass warehousing, monitoring inventory, purchasing, transport and distribution.

Through this program, you will develop general management knowledge, focusing on operations and logistics functions, and learn about the creation and maintenance of value chains. As a graduate, you will recognise the need for change and innovation in the supply chain, in both local and international markets.

**Career opportunities**
As a graduate, there are a variety of career paths you may choose to follow such as:
- logistics manager
- operations coordinator
- inventory supply chain manager
- pricing analyst
- demand planner.

**UniSA College pathways**
Pathways into this program are available through the following UniSA College programs:
- Diploma in Business
- Foundation Studies

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Perfectly positioned

**Peta Allsopp**
Graduate, Marketing, UniSA Business School

Fascinated by consumer behaviour and why buyers are drawn to particular brands, Peta knew she wanted to study marketing at the UniSA Business School. ‘It had the most reputable and internationally recognised marketing degree in South Australia,’ she said.

During her final year, Peta was selected for the Marketing Project course where she developed a marketing plan for a small IT company. ‘At completion, I was asked to join the business as Marketing Manager,’ Peta said. ‘This was a great opportunity and a strong start to my professional marketing career.’

Now as State Marketing Manager for SA, NT, TAS and WA at Coles, Peta credits her broad career experience to her studies. ‘My time at the UniSA Business School prepared me for interacting with local, national and international businesses and over the last 15 years, has equipped me for marketing roles in Australia, Asia, the Middle East, UK and USA.’

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**Bachelor of Business (Marketing) DBBM**

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<td>Prerequisites</td>
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<tr>
<td>Assumed knowledge</td>
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**Key features**

> Get hands-on experience with the Marketing Project and solve a marketing problem for a real company.
> When studying the integrated Marketing course, you will develop a strategic marketing plan for a simulated car company in a team with other students.
> Apply for a Vacation Research Scholarship and complete a research project with the Ehrenberg-Bass Institute for Marketing Science.

**Overview**

Our specialised marketing degree focuses on consumer psychology, the scientific laws of brand growth, and the practical skills needed to become a marketing manager. The School of Marketing is unique because it is linked to two world-class academic research institutes, the Ehrenberg-Bass Institute for Marketing Science and the Institute for Choice. The Ehrenberg-Bass Institute for Marketing Science is known globally for its contribution to marketing science and is a consultant for some of the world’s biggest brands. As a student, you will be taught the latest marketing knowledge by the same marketing scientists that advise Coca-Cola, Colgate-Palmolive and Unilever.

**Career opportunities**

This program will equip you with the skills and knowledge necessary to work in:

> marketing
> brand management
> advertising
> media.

**UniSA College pathways**

Pathways into this program are available through the following UniSA College programs:

> Diploma in Business
> Foundation Studies
Bachelor of Marketing and Communication DBMN

**ENTRY**

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</table>

**Key features**

- You will study complementary marketing and communication courses, preparing you for a variety of roles in both industries.
- You can complete the Marketing Placement course as one of your electives to gain industry experience while you study.
- When studying the integrated Marketing course, you will develop a strategic marketing plan for a simulated car company in a team with other students.

**Overview**

This unique joint degree is designed to develop your skills and knowledge in the interrelated disciplines of marketing and communication. You will study specialised courses in areas such as business management, strategic marketing, communications and public relations. Offering industry placements, advanced masterclasses and vacation research opportunities you can get valuable experience while you study.

This degree combines research from two research institutions at the University, the Ehrenberg-Bass Institute for Marketing Science and the Hawke Research Institute. With access to the academic research from these world-class institutes, you will graduate with the latest knowledge in both the marketing and communications sectors.

**Career opportunities**

Careers you may gain employment in as a graduate include:

- advertising
- marketing
- communications
- public relations
- media

**UniSA College pathways**

Pathways into this program are available through the following UniSA College program:

- Foundation Studies

**Ehrenberg-Bass Institute for Marketing Science**

The UniSA Business School is home to the world-renowned Ehrenberg-Bass Institute for Marketing Science. The Institute is the world’s largest centre for marketing research and is supported by more than 60 companies globally. These include Coca-Cola, Colgate-Palmolive, CBS, Procter & Gamble, MasterCard, Unilever, Subaru and TNT as well as national and local icons, Sanitarium and People’s Choice Credit Union.

The Institute has been making important discoveries about marketing for more than a decade and consults with global companies to provide meaningful solutions to marketing challenges. Its cutting-edge research is embedded into our marketing programs to provide you with up-to-date industry knowledge and insights and give you access to the experts who advise some of the world’s biggest brands.

**The Ehrenberg Scholarship**

The Ehrenberg Scholarship is awarded annually to an outstanding first-year marketing student. In addition to one year of paid fees, Ehrenberg Scholarship recipients may apply for a paid, part-time position as a Research Assistant at the Institute.

**The Institute for Choice**

The UniSA Business School also hosts the Institute for Choice (I4C). Based in Sydney, I4C provides insights into human choice behaviour and how it affects the products we choose, the life we lead and the world we shape.
Kicking career goals

**Damien Jennings**

Graduate, Sport and Recreation Management, UniSA Business School.

During his studies, Damien completed two work placements which gave him hands-on experience and access to industry knowledge. 'This is the most important aspect of the program. The work placements give you practice-based experience and allow you to learn from people in the profession,' he says.

Growing up Damien developed a passion for sport and recreation, particularly the advantages it brought to local communities. 'One of the benefits of studying sport and recreation management is the diversity of the industry, this creates many opportunities,' he says. ‘The degree is well-respected in the industry and has enabled me to pursue a career which matches my interests.’

Damien is now Senior Project Officer in the Office for Recreation and Sport where he draws on his management skills to develop good governance practices for clients. ‘It’s the details and planning that people don’t really see that makes things happen and ensure projects run successfully.’

---

**Bachelor of Business (Sport and Recreation Management) DBBS**

**ENTRY**

- SATAC: 434191
- ATAR (Feb 2015 cut-off): 65.05
- Preferred score (guaranteed entry): 75
- TAFE minimum entry: Cert IV

**CRICOS program code**: 081326G

**Prerequisites**: None

**Assumed knowledge**: None

**Key features**

- Our program fulfils a gap in demand for qualified managers in the sport and recreation industry.
- You will complete a work placement as part of your degree, allowing you to apply your knowledge and skills to real-life business situations and establish vital industry contacts.
- Our summer and winter school gives you the opportunity to fast-track your degree and complete selected courses during study breaks.

**Overview**

If you have a head for business and a passion for sport, our program will prepare you for a managerial career in the sporting, events and recreation industries. You will gain the knowledge and skills to pursue your career in a range of professional fields, including sport and recreation management, event planning and recreation planning. You will gain the confidence and tools to lead, motivate and manage others, communicate effectively, make decisions, implement programs, manage events, collaborate with a range of people in different settings, think strategically, manage financial and physical resources, and solve problems effectively.

**Career opportunities**

Following graduation, you will be prepared to pursue a career in a variety of settings. Some of these include:

- state and national sporting associations and clubs
- national and international events
- community recreation centres
- local and state governments
- professional sporting associations
- sports, leisure and aquatics centres
- event management companies
- health and fitness centres
- charities and fundraising groups
- hotels and resorts.

**Unisa College pathways**

Pathways into this program are available through the following Unisa College programs:

- Diploma in Business
- Foundation Studies
Bachelor of Business (Tourism and Event Management) DBBT

Key features

> You will complete a work placement as part of your degree, allowing you to apply your knowledge and skills to real-life business situations and establish vital industry contacts.
> Undertake an exchange in Europe, Asia or the Americas and broaden your global perspective.
> Our summer and winter school gives you the opportunity to fast-track your degree and complete selected courses during study breaks.

Overview

Based at our City West campus, adjacent to Adelaide’s premier tourism and event precinct, our industry awarded tourism and event management program addresses the needs of a growing and global industry. If you are seeking a dynamic career path, this program will prepare you with a set of skills that are highly sought after by employers, such as effective problem-solving, critical and strategic thinking, communication, and an awareness of the business environment. You will graduate with solid theoretical grounding, industry knowledge and the management skills to enhance your career prospects.

Career opportunities

Be prepared for an exciting and dynamic career across a wide range of activities such as:
> festivals and events
> tourism policy and planning
> hospitality and hotels
> food and wine
> tourism attractions and destinations
> retail and wholesale travel
> conventions and exhibitions
> special events
> government (local, state and federal).

Industry recognition

Our tourism and events program has been awarded the South Australian Tourism Award for Education and Training and admitted to the SA Tourism Hall of Fame. This close collaboration allows us to tailor our program content to suit the changing needs of industry.

UniSA College pathways

Pathways into this program are available through the following UniSA College programs:
> Diploma in Business
> Foundation Studies

Grading ahead of the rest

Dr John Wilkinson

Program Director, Bachelor of Business and Undergraduate Core Courses, UniSA Business School

At the UniSA Business School, business programs are designed not only to provide you with specialist skills, but also with key business knowledge you can apply to a range of careers.

‘Our core courses offer each student a greater breadth of business knowledge to complement their major area of study,’ says John. ‘These courses are spread throughout our programs and cover business fundamentals such as accounting, law and marketing, business analytics, global citizenship, leadership and professionalism.’

The UniSA Business School also works closely with industry and embeds real-life learning into its curriculum so graduates are equipped with the skills and confidence they need to hit the ground running. ‘These collaborations mean our degrees remain relevant to employers,’ John says. ‘They allow us to ensure our students graduate with best-practice business education.’
**Study at UniSA – the basics**

Minimum entry requirements for undergraduate bachelor degrees and associate degrees

**Applying with Year 12**

Applicants are required to have successfully completed the South Australian Certificate of Education (SACE) with:
- a competitive ATAR; and
- the fulfilment of the program’s prerequisite requirements (where applicable).

Applicants may also be eligible to compete for entry if they have completed the program's prerequisite requirements and have one of the following:
- Completed an interstate or overseas qualification considered by the University as equivalent to SACE.
- Completed the International Baccalaureate Diploma with a minimum score of 24 points.

**Bonus Points**

Universities in South Australia offer bonus points to Australian high school students applying for entry into university via the following schemes:
- **SA Universities Equity Scheme** – provides bonuses for students coming from specified schools, as well as individuals experiencing disadvantage.
- **SA Language, Literacy and Mathematics Bonus Point Scheme** – provides bonuses for students who successfully complete a language other than English, or specified English and Mathematics subjects.

Need some help? For further information, visit unisa.edu.au/bonuspoints or contact Future Student Enquiries by phone (08) 8302 2376 or submit an enquiry via unisa.edu.au/enquiry

**UniSA Preferred**

UniSA Preferred is a scheme that offers guaranteed entry into many UniSA programs for domestic Year 12, TAFE and other registered training organisation (RTO) students. If your ATAR (including any bonus points) or TAFE/RTO award meets the UniSA Preferred score for that program, you have met any prerequisites, and you have listed the program as your first preference, you are in. It’s guaranteed.

▶ unisa.edu.au/preferred

**Alternative pathways**

Entering your chosen program straight from high school is not the only pathway into UniSA. Applicants may also meet the minimum requirements to apply for entry (via competitive selection) through one of the following pathways:

**Tertiary Transfer** – completion of at least half a year of full-time equivalent study, at UniSA or a recognised higher education institution. You can apply using your Grade Point Average (GPA).

**Higher Education Diploma** – completion of a higher education diploma, from the UniSA College (applicable programs listed on each bachelor program in this guide), the South Australian Institute of Business and Technology (SAIBT), or another recognised higher education institution. For more information visit saibt.sa.edu.au

**Special Entry** – a competitive Special Tertiary Admissions Test (STAT) score. A personal competencies statement or employment experience may also be considered for some programs.

**TAFE/Registered Training Organisations (RTO)** – applicants may be eligible for entry with the completion of an award from TAFE or another Registered Training Organisation at AQF Certificate IV or above.

**UniSA Foundation Studies** – completion of the Foundation Studies program (listed on each applicable bachelor program in this guide) offered by UniSA College.

**Open Universities Australia** – completion of at least four Open Universities Australia (OUA) courses at an undergraduate level or higher.

▶ unisa.edu.au/pathways

**Before applying**

All applicants should check and ensure that they meet all entry and prerequisite requirements before applying. For more information on entry requirements, visit ‌‌unisa.edu.au/future

**Support and scholarships**

UniSA offers services to assist rural and/or socio-economically disadvantaged students, Indigenous Australians and people with a disability. For more information, contact (08) 8302 2376 or visit unisa.edu.au/future

**How to apply to the University of South Australia**

Applications to most programs at UniSA are administered through SATAC (South Australian Tertiary Admission Centre) for more information visit unisa.edu.au/apply

**Fees**

All domestic undergraduate students at the University of South Australia are in Commonwealth-supported places. Students in these places pay a contribution of their fees depending on the program chosen and the contribution band in which those courses are classified (see table below). The amount of your student contribution also depends on the unit value of your courses of study.

As per the Australian Government guidelines, the student contribution amounts for 2015 are:

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<th>Area of study</th>
<th>Student contribution For one year of full-time load (1 EFTSL)</th>
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<tbody>
<tr>
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<td>Humanities, behavioural science, social studies, foreign languages, visual and performing arts, clinical psychology, nursing and education</td>
<td>SO - $6,152</td>
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<tr>
<td>2</td>
<td>Computing, built environment, health, engineering, surveying, agriculture, Mathematics 1, statistics, science</td>
<td>SO - $8,768</td>
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<tr>
<td>3</td>
<td>Law, dentistry, medicine, veterinary science, accounting, administration, economics, commerce</td>
<td>SO - $10,226</td>
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For more information on fees including eligibility for Commonwealth-supported places, deferring your student contribution through HECS-HELP, or fee information relating to international students please visit unisa.edu.au/fees
Our presence spans the social media landscape, making connecting with us easier than ever before.

Facebook  
facebook.com/UniSA  
facebook.com/UniSAcityEast  
facebook.com/UniSAcityWest  
facebook.com/UniSAMagillCampus  
facebook.com/UniSAMawsonLakes

Twitter  
twitter.com/UniversitySA  
twitter.com/UniSAnewsroom

Youtube  
youtube.com/unisouthaustralia

Instagram  
instagram.com/universitysa

Linkedin  
linkedin.com/company/university-of-south-australia
Keep informed and stay in touch

At UniSA, we’ve got all the tools to help you shape your career direction.

Sign up to receive updates direct to your inbox. All tailored to your career interests.

You’ll be the first to receive:

- Invitations to career events and information sessions
- The chance to win work experience, a ‘Day in the life of a UniSA graduate’
- An insight into life on campus from students and teachers
- Updates on new degrees and entry requirements
- Scholarship opportunities
- The latest breaking careers and industry news

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Science and Environments