2019 Undergraduate

Business

Cloud Campus | Melbourne | Geelong | Warrnambool

Accounting
Business analytics
Commerce
Economics
Event management
Finance
Financial planning
Food and agribusiness
Human resource management
Information systems

International trade
Management
Marketing
Project management
Property and real estate
Public relations
Retail management
Sport development
Sport management
Explore our wide range of business courses, developed in consultation with industry. You'll build an invaluable network through work integrated learning and graduate with a set of versatile skills to give you the employment edge. We prepare graduates for careers of the future, using emerging technologies to facilitate innovative, borderless and personalised education.

Business at Deakin

Get a world-class education
Deakin Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB). A hallmark of excellence, AACSB accreditation is awarded to business schools that meet strict standards of quality, academic and professional excellence, and is known worldwide as the most recognised form of professional accreditation an institution and its business programs can earn. Deakin Business School is one of only three business schools accredited in Victoria.

Study sport with the best
Deakin has a long-standing reputation for excellence in sport education, which is why more students choose to study sport at Deakin than any other Victorian university. We are currently ranked in the world’s top 10 for sport management programs, and we are the only Australian program to make it into the top 25. Even better news – our graduate salaries are fifth highest in the world.*

*Sport Business International’s Postgraduate Sports Course Guide 2017

Graduate with a degree recognised worldwide
Our Bachelor of Commerce is internationally recognised and EPAS accredited by the European Foundation for Management Development (EFMD). EPAS is an international quality benchmark for business programs worldwide. Deakin is the only Australian university with EPAS accreditation for its Bachelor of Commerce.
Gain professional accreditation
Deakin maintains close links with industry, government departments, professional associations and other educational providers to ensure our courses are developed and reviewed with industry and professional input. For example, depending on units undertaken, commerce graduates are eligible to apply for admission to the following programs:
- Association of Chartered Certified Accountants (ACCA)
- Australian Computer Society (ACS)
- Australian Human Resources Institute (AHRI)
- Australian Institute of Management (AIM)
- Australian Marketing Institute (AMI)
- Certified Practising Accountants (CPA)
- Chartered Accountants Australia and New Zealand (CAANZ)
- Financial Planning Association of Australia (FPA)
- Institute of Public Accountants (IPA).

Study credits plus real-world experience
Deakin graduates hit the ground running thanks to work integrated learning. Professional work experience plays a key role in developing graduates’ employability and students with placement and internship experiences are highly sought-after by employers. Many of our business courses offer work placements in organisations both overseas and in Australia. Industry placements play a valuable role in preparing you for graduate employment by giving you an opportunity to:
- apply and consolidate knowledge gained in your course
- develop professional competencies
- experience workplace culture
- explore career options relevant to your discipline
- develop professional networks.

Further, undertaking international study and industry placements is not just about experiencing a new culture or workplace, but increasingly important in positioning graduates for future success. Find out more at deakin.edu.au/business-well.

Travel the world
Deakin offers a wide range of enriching overseas experiential units to complement academic learning. Students can participate in Faculty-led programs, short-term study programs, international internships and volunteering and, for those wanting a longer experience, there are countless exchange programs available.

Deakin Business School students have walked the Great Wall of China, been awed by the splendour of the Eiffel Tower, played cricket in Delhi, gone behind the scenes at Disneyland and provided business advice to local government in Japan. These experiences are designed to enhance students’ global employability skills in areas such as teamwork, critical thinking and intercultural communication, while immersing themselves in a new cultural and learning environment.

Experience leading-edge facilities
Our high-tech teaching spaces include the state-of-the-art Telstra Trading Room. Get first-hand trading experience in a model of an interbank trading floor and gain real-world insights into the foreign exchange market.

Connect with your Deakin community
At Deakin we want our students to have a meaningful learning experience while enjoying all that university life has to offer. University is important, but it should also be fun. Deakin Business School supports a range of clubs and societies, including Deakin Commerce Society, Deakin Law Students Society, Deakin Entrepreneurs Collective and many more.

Tailor your studies to your interests
How you study business at Deakin depends on your interests and career aspirations. With a commerce degree you can specialise in one of nine majors and have the option of doing a minor in one of 15 areas of specialisation. The Bachelor of Business offers eight majors, allowing you to tailor the program in line with your interests and career aspirations. You can also choose from our focused specialist degrees: Bachelor of Information Systems, Bachelor of Property and Real Estate, Bachelor of Sport Development or Bachelor of Business (Sport Management).

We’ll support your learning
As a student you will have plenty of opportunities to enrich your studies with a range of international and domestic internships, volunteer experiences, exchange and overseas study programs, while gaining credit towards your degree. You can also take advantage of our student mentor program, which assists students with their transition to university through study skills sessions, exam preparation and a range of other services.

Deakin students also have access to a career centre, DeakinTalent. Through DeakinTalent’s programs and services you can research different career options, hone your interview skills, as well as look for casual work while you study or find a graduate job. Visit blogs.deakin.edu.au/deakintalent.

Secure your place in the future of work
Business skills are applicable in a wide range of sectors and can open up employment opportunities in just about every industry. You will also develop important skills in critical thinking, analysis, investigation and evidence-based decision-making.
Disciplines

At Deakin we talk about disciplines, also known as study areas. You might be interested in a particular discipline, but uncertain about the course that’s right for you. Read through these discipline descriptions and, if they interest you, go to the relevant course in the following pages to find out more about the course, what you’ll study, work experience opportunities and the types of careers it may lead to. You can also visit deakin.edu.au for detailed course information, including a description of the units within each degree.

Business

Complex global markets and reporting requirements mean accounting is an increasingly dynamic and exciting profession. Accountants are finance and information specialists who inform business decision-making within a wide range of organisations. Businesses and individuals rely on accountants to assess their financial situation, prepare reports and give advice on financial dealings.

Graduates who complete the correct combination of units may be eligible to apply for admission to the following:

- CA Program of the Chartered Accountants Australia and New Zealand (CAANZ)
- Associate Membership for the CPA Program, CPA Australia
- Financial Planning Association (FPA)
- IPA Program of the Institute of Public Accountants (IPA)

Exemptions may apply for the Association of Chartered Certified Accountants (ACCA).

See Bachelor of Commerce, page 10 and related combined courses, pages 14–16.

Economics

Learn about the production, distribution and consumption of wealth. Economics is a social science based on human behaviour that helps you enhance all aspects of business. Gain the business knowledge to make choices and to adapt to various policy environments. Develop quantitative and analytical skills that are highly valued by employers and can complement future career paths.

The economics discipline at Deakin is currently ranked 163 in the world in RePec (top eighth in Australia) and in the top 200 by ARWU (2017).

See Bachelor of Commerce, page 10 and related combined courses, pages 14–16.

Event management

Event management is a growing area of work that incorporates diverse fields such as business, government, education and the community sector. You’ll take on a mix of skills that involve design, marketing, communication, innovation and planning.

Event managers are employed by business, government, not-for-profit organisations and in education. This work is undertaken by staff in marketing, public relations, fundraising, professional development, human resources, economic development, tourism, sport, community development and the arts. Event management work includes a range of team member, manager and consultancy roles.

See...

Bachelor of Business, page 12
Bachelor of Commerce, page 10.

Finance

Finance is a business field that deals with investment, financing, payout decisions of firms, the effects of interest rates and risks on the pricing of assets and the structure and operations of financial markets and institutions.

You may find employment opportunities in banking, brokering, credit analysis, funds management, insurance, international finance, risk management, securities analysis or treasury management.

See Bachelor of Commerce, page 10 and related combined courses, pages 14–16.

Financial management

The financial management major introduces students to financial and superannuation planning, client relationships and provides an understanding of financial institutions and instruments. It equips the student with the requisite skills in client development and management, professional services processes, the financial planning process and its implementation and the legal requirements for financial planning.

See Bachelor of Property and Real Estate, page 12.

Film and television*

Learn the skills to work in the film industry. Film studies develops your creative and critical thinking while providing you with a practical and theoretical grounding in production. Learn the skills to create every aspect of a variety of genres, from documentary to short film. You’ll study scriptwriting and editing, sound design and cinematography.

Graduates can be found working in advertising agencies, broadcast television, corporate communication companies, film education associations, film production companies, freelance film production, media associations and television corporations.

See Bachelor of Business, page 12.
* Available as a major in the Bachelor of Business only.

Food and agribusiness

The agricultural sector occupies a significant place in world economies. Agribusiness companies including the major financial institutions are seeking graduates with critical business capabilities from resource management, agri tech to skills in managing global climate challenges across the agricultural supply chain.

See Bachelor of Commerce, page 10 and related combined courses, pages 14–16.

Global finance

The global finance major gives property and real estate students the basic theoretical finance knowledge required in property markets. It develops the ability to make informed choices about investment in different asset classes, including property and sources of funds, and an understanding of the national and international financial markets.

See Bachelor of Property and Real Estate, page 12.

Courses to careers

At Deakin, we’re about careers and experience, not just courses. Visit explore.deakin.edu.au to kickstart your course and career exploration at Deakin. With more than 600 paired courses and careers, it’s the perfect destination for you to explore your future career.
Human resource management
An understanding of how to manage human resources is critical for all managers. Human resource management covers recruitment, selection, training and development, workplace diversity, employee relations, performance and change management and remuneration. Develop invaluable counselling, mediation and negotiation skills that will stand you in good stead in any field you enter in the future.
Career options include working in training and development in a variety of areas such as an equal employment opportunity officer or a human resources practitioner or officer in business, industry and government.
See Bachelor of Commerce, page 10 and related combined courses, pages 14–16.

Information systems
Information systems (IS) refers to the business side of technology. It looks at the way businesses structure their systems of information and the various ways that people and organisations make use of technology to improve their processes and workflows. This course gives you the skills to analyse existing information systems, develop new systems and find solutions to common IS management issues.
The role of an information systems professional focuses on applying technology and strategic decision-making to the job of managing vast quantities of a business’ information.
Graduates who complete this major together with other specified units are eligible to apply for membership of the Australian Computer Society (ACS).
See...
Bachelor of Information Systems, page 11 Bachelor of Information Systems/Bachelor of Information Technology, page 15.
See also 2019 Undergraduate Information Technology booklet, which can be downloaded or ordered at deakin.edu.au/courses/find-a-course/course-guides.

International trade
Business and international trade play out in a growing and ever-changing global environment. Get the skills, expertise and knowledge (from strategy and marketing through to law and international relations) to excel in a job that could take you anywhere in the world.
Graduates can be found working in all aspects of international business, both in Australia and overseas, undertaking roles in trade promotion, government departments, banking and general business management.
See Bachelor of Commerce, page 10 and related combined courses, pages 14–16.

Management
Management refers to the procedures and systems used in an organisation to assess how individuals and the organisation itself can operate most effectively. Learn progressive management theory and practice, including managing change, problem-solving, innovation, technology and planning.
You may find employment in decision-making and planning positions in the private and public sectors, operations or strategic management.
Graduates may be eligible for affiliate status membership of the Australian Institute of Management (AIM).
See...
Bachelor of Commerce, page 10 Bachelor of Property and Real Estate/Bachelor of Commerce, page 16.

Management information systems
Supplement your business studies with knowledge of the underlying information systems that support modern business processes. Learn about the business applications of information systems and gain the skills and knowledge relevant to understand this dynamic area.
You may find work as an IT professional, business systems programmer, member of implementation teams within corporations or within specialist systems development companies, business analyst or as an adviser to companies who have outsourced their IT function.
See Bachelor of Commerce, page 10 and related combined courses, pages 14–16.

Marketing
Marketing is about relationships with customers and involves developing, maintaining and enhancing those relationships. It is also about communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service or brand. Learn how to manage customer behaviour and expectations.
Career options include working on digital campaigns and accounts, as social media managers, e-commerce managers, project management, transformation managers, SEO/SEM/OIO specialists, direct marketing and CRM, product and portfolio marketing, branding, trade marketing, events and sponsorship, corporate and public affairs, marketing communications, bids and tenders, media/PR managers and content manager.
The marketing major in the Bachelor of Commerce is accredited by the Australian Marketing Institute (AMI).
See Bachelor of Commerce, page 10 and related combined courses, pages 14–16.

Jennifer Renelle
Bachelor of Commerce graduate

“The commerce degree gave me a strong understanding of all the components that typically make up a business and I think that knowledge is invaluable for your career.”
Disciplines

Organisational psychology
Organisational psychologists apply science to the workplace to improve employee performance and wellbeing. You may work with organisations, teams and individual employees to devise strategies to recruit, motivate, develop, change and inspire. See Bachelor of Business, page 12.

People management
People management is one of the fastest growing fields of professional employment. This study area provides skills and understanding of the critical dimensions required to successfully manage people. Develop an understanding of strategic human resource management, human resource development, organisational behaviour and change management. In addition, the major also provides skills in workplace counselling and negotiation, as well as an understanding of employment relations. See Bachelor of Business, page 12.

Project management
Project management is a growing, dynamic profession that involves planning, coordinating, costing and evaluating projects of all sizes, as well as managing the people and risks involved. In a globalised economy project management is central to develop and deliver new products, services and infrastructure, as well as implement new techniques and processes to facilitate change. Project management studies at Deakin are based on key project management methodologies to provide a holistic viewpoint, with the aim to deliver generic project management skills that can be applied across most sectors and industries. See... Bachelor of Business, page 12 Bachelor of Commerce, page 10.

Property and real estate
The property industry is one of the largest employment areas and is truly global. Deakin’s unique property and real estate courses lead to careers with long-term employment at a high remuneration level. With strong industry links and international demand for graduates, studies focus on all sectors of the property and real estate market with a particular emphasis on investment, property development, property valuation, market analysis and property economics, with popular specialisations in sustainability or business disciplines. See Bachelor of Property and Real Estate/Bachelor of Commerce, page 12 Bachelor of Property and Real Estate, page 12.

Deakin’s unique three-year Bachelor of Property and Real Estate has the highest level of academic accreditation for any property course and is accredited by the Australian Property Institute (API) for Certified Practicing Valuer (CPV) status and the Royal Institution of Chartered Surveyors (RICS).

Public relations
Public relations practitioners are 21st century communication specialists who manage and coordinate relationships between organisations, agencies and the public. With a focus on ethical and sustainable communication practices, the public relations major builds key knowledge and skills in core public relations responsibilities such as event management and campaigns, social media tactics and media relations, strategic planning, management and communication, as well as the allied field of marketing communication. See Bachelor of Business, page 12.

Retail management
Retail managers for the 21st century understand the retail process from sourcing through to retail, brand management and evaluating consumers. The field of retailing is still growing but the impact of worldwide competition and short product lifecycles makes retailing a challenging and dynamic field that needs retail practitioners who can operate in this volatile environment. See... Bachelor of Business, page 12 Bachelor of Commerce, page 10.

Sport management
Sport management is concerned with managing the business of sport organisations that deliver sport and the organisations that support them. A degree in sport management equips students to become sport managers who can lead sport organisations in a wide range of activities, including the development and management of professional sport competitions, major events and community programs that encourage participation. Sport management graduates are equipped to work with organisations that support sport, such as sport promoters and player agents, sporting goods manufacturers and retailers and facility management. This study area is only available through our Bachelor of Business (Sport Management). See... Bachelor of Business (Sport Management), page 13 Bachelor of Exercise and Sport Science/Bachelor of Business (Sport Management), page 14.

Sustainability
Sustainability, from a global perspective, has rapidly become one of the most important areas affecting our society. Learn about the broader effects of climate change and how sustainability affects both private, business and government organisations. See Bachelor of Property and Real Estate, page 12.

Get work ready – we are the #1 university for skills development
Deakin integrates real-world expertise with practical skills to give you a competitive edge – proved by Deakin being ranked the #1 university for skills development in Victoria.*

This means you graduate:
- highly skilled
- work ready
- in-demand from employers.

* 2016 Student Experience Survey.

See Bachelor of Property and Real Estate, page 12 Bachelor of Business, page 12 Bachelor of Construction Management (Honours)/Bachelor of Property and Real Estate, page 16 Bachelor of Property and Real Estate/Bachelor of Commerce, page 16.

See Bachelor of Property and Real Estate, page 12 Bachelor of Business, page 12 Bachelor of Commerce, page 10.

#1 careers service in Victoria
Our Graduate Employment division is dedicated to preparing you for the jobs and careers of the future. Through DeakinTALENT’s programs and services you can research different career options, hone your interview skills, as well as look for casual work while you study or find a graduate job. Visit blogs.deakin.edu.au/deakin Talent.
Bachelor of Commerce

Gain the technical skills and professional capabilities to be a confident business leader for today and the future. With nine majors and a strong industry reputation, Deakin's Bachelor of Commerce opens up opportunities in nearly every area of business and government across Australia and overseas. Deakin is the only Australian university with an EPAS accredited Bachelor of Commerce. This quality benchmark for business programs worldwide sets you up for a global career.

The degree will build your core understanding in financial, market and personal skills, and will extend knowledge in your chosen discipline areas. With highly marketable skills, you will understand the world of business and be aware of external environments, including consumer and business markets across domestic and international economies. You will also gain knowledge of commercial, contractual and governance frameworks, and the vital role of marketing in modern businesses.

International accreditation

Deakin's Bachelor of Commerce is internationally recognised and EPAS accredited by the European Foundation for Management Development (EFMD). EPAS is an international quality benchmark for business programs worldwide. Deakin is the only Australian university with EPAS accreditation for its Bachelor of Commerce.

Professional recognition

The Bachelor of Commerce may lead to accreditation with professional bodies, including:

- Association of Chartered Certified Accountants (ACCA)
- Australian Computer Society (ACS)
- Australian Human Resources Institute (AHRI)
- Australian Institute of Management (AIM)
- Australian Marketing Institute (AMI)
- Certified Practising Accountants (CPA)
- Chartered Accountants Australia and New Zealand (CAANZ)
- Financial Planning Association of Australia (FPA)
- Institute of Public Accountants (IPA)

Careers

There are employment opportunities for Bachelor of Commerce graduates in virtually every area of business and government — in Australia and overseas. Potential careers include becoming a professional accountant, IT and systems professional, economist, financial planner, human resources manager, social and economic policy developer, international trade officer and marketing assistant/manager. As this is a very broad course there are further possibilities in other professions, especially if taken with further study.

To ensure life-long employability for our students, we embed employment insights and tasks alongside technical skill development. A dedicated personal insight unit is completed in year one, followed by a focus on development of professional capabilities in year two and a final year capstone experience.

Work and Global Learning Experiences

Work experience can make all the difference when you graduate and are applying for jobs. Through our work integrated learning you can gain work experience and credit towards your degree. Our curriculum is complemented by a range of experiential learning opportunities, such as mentoring, volunteering, consulting and internships. Opportunities to gain international experience abound with a range of overseas internships, study tours and exchanges across Asia, Europe and North America, enhances your global employability skills in areas such as teamwork and intercultural communication.

Course structure

As a commerce student you must attain 24 credit points including eight core units, eight compulsory units from a major and eight elective units, which enable you to undertake one four-unit minor and four elective units. You can also choose to utilise your eight elective units to undertake two four-unit minors, or a second eight-unit major.

 Majors

- Accounting
- Economics
- Finance
- Financial planning
- Food and agriculture
- Human resource management
- Management
- Management information systems
- Marketing

 Minors

- Accounting
- Business analytics
- Contemporary accounting
- Economics
- Event management
- Finance
- Global studies
- Human resources management
- International trade
- Marketing
- Project management
- Retail management
- Social entrepreneurship
- Taxation regulation
- Wealth management

 More information

- You will be required to undertake one or more units via Cloud Campus.
- Not all majors are available at Warrnambool. Students undertaking units in majors that are not available in campus mode may enrol in units offered at the Cloud Campus.
- Trimester 3 intake is only available at Melbourne Burwood Campus, Geelong Waterfront Campus and Cloud Campus. For international students, Cloud Campus and Melbourne Burwood Campus only.
- Warrnambool Campus and/or Geelong Waterfront Campus students will be required to undertake units some units online at the Cloud Campus.

Bachelor of Information Systems

We are living through one of the greatest periods of innovation in history, driven by technology and digital advancement. With the massive rise of social media, computers and mobile devices, most of us take the use of technology for granted. Information systems (IS) is about how people and organisations can use technology in innovative and effective ways in an increasingly globalised and digital world. So being an IS professional is about building the bridge between people, business and technology. You’ll learn about the use of technology in the modern world and how to maximise the benefits from it.

If you are creative, enjoy working with people and are excited by the limitless opportunities of the digital world, consider adding IS to your career options.

Professional recognition

Completion of the Bachelor of Information Systems and associated combined courses grants eligibility for entry as a professional member of the Australian Computer Society (ACS).

Careers

Information systems is the lifeblood of the modern business world. In fact, IS professionals are in demand around the world, with one of the highest starting graduate salaries in Australia. The Bachelor of Information Systems prepares students for graduate roles across every industry, and across all continents. Career opportunities include: business analyst, systems analyst, IT/IT consultant, project manager, chief information officer.

Gain practical, real-world experience

Deakin’s business courses offer work experience opportunities, known as work integrated learning, including business internships, community-based volunteering, industry-based learning, work-based learning, as well as a range of opportunities offered by industry partners in Australia and overseas.

deakin.edu.au/business-will

How are information technology and information systems different?

Information technology is a hands-on discipline that uses tools, processes and methodologies to develop solutions and address business problems, using technology across a wide range of areas. Information systems is the business side of technology and it focuses on the way people and organisations use technology to enhance their businesses and lives.
Courses

Bachelor of Business (MIN 12 CREDIT POINTS; 1 YR 10 MO)

Rapidly changing workplaces need graduates who are flexible and adaptable. Employers are looking for both technical knowledge and skills, as well as soft skills. They are also expecting that graduates can think, research and plan. The Bachelor of Business combines a practical focus, work integrated learning and strong development of soft skills and technical skills to support graduates who are ready for this new workplace. Through a mix of classroom studies and experiences, you will integrate your knowledge, develop critical skills, tackle real problems and reflect on the experience to develop your professional identity.

This degree challenges you to take responsibility for your own learning, to engage with people through community and business, and to see yourself as a global citizen. Throughout your study you will remain career focused, with eight diverse areas of specialisation to choose from.

Careers

This degree leads to a variety of careers in Australia and overseas, including becoming a business analyst, project manager, customer relations manager, events manager, business development manager, procurement manager, business operations manager, small business owner and product manager.

Work experience

The course is designed to encourage you to learn through real experiences. Work integrated learning is a key component of the course, allowing you to connect with the world by working in a range of organisational roles as part of your study. A capstone unit in your final year offers a great opportunity to practice and develop professional skills, such as teamwork, communication, negotiation, conflict resolution, decision-making, problem solving and leadership.

Course structure

24 credit points – 7 credit points of core foundation units, 3 credit points of core career skills units with a focus on the development of transferable skills for the workplace, such as communications, teamwork and business relationship building; at least 1 credit point of work integrated learning and a credit point capstone unit. Students also take 6 credit points from a major and six elective units that may be chosen transferable skills for the workplace, such as communications, teamwork and business relationship building; at least 1 credit point of work integrated learning and a credit point capstone unit. Students also take 6 credit points from a major and six elective units that may be chosen.

Majors

You must complete one major of 6 credit points from the list below.

- Event management (C)
- Film and television (B)
- Organisational psychology (C)
- People management (B)
- Project management (B)
- Property and real estate (B)
- Public relations (B)
- Retail management (B)

Trimester 3 is only available at Melbourne Burwood Campus and Cloud Campus for domestic students. Cloud Campus only for international students.

Professional recognition by the Australian Property Institute (API) and the Royal Institution of Chartered Surveyors (RICS) can be attained by completing the Bachelor of Property and Real Estate, Bachelor of Property or Real Estate/Bachelor of Commerce or Bachelor of Property and Real Estate/Bachelor of Laws.

deakin.edu.au/bachelor-of-business

Bachelor of Property and Real Estate (MIN 12 CREDIT POINTS; 1 YR 10 MO)

The Bachelor of Property and Real Estate prepares graduates for a career in property development, property valuation, financial management and a wide array of property-related professions.

The course offers core streams in property development, valuation and property market analysis with supporting units comprising law for commerce, accounting and economic principles. Majors are available in financial management, global finance or sustainability.

The course has close links with professional bodies and is well regarded by industry. Students in this course undertake ‘real-life’ education, with a focus on current issues and relevant topics in the property industry.

Professional recognition

The course has received professional accreditation by the Australian Property Institute (www.api.org.au) and the Royal Institution of Chartered Surveyors (www.rics.org.au). Graduates meet the academic requirements for membership as a Certified Practising Valuer.

Careers

Graduates are highly sought-after and find employment as property developers, private or government valuers, property advisors, market research analysts, property sales and acquisitions managers, financiers, sustainability consultants, funds managers, property and asset managers, leasing agents and land economists. Graduates are able to specialise in all facets of the real estate market including commercial and industrial property, residential property and other related land uses in the built environment.

Work experience

This course offers industry-based learning opportunities. To find out more visit deakin.edu.au/business-wil.

Course structure

24 credit points – 16 credit points of core units. The remaining credit points can be taken as elective units and may include a major in financial management, global finance or sustainability.

Majors

- Financial management (C)
- Global finance (B)
- Sustainability (B)

deakin.edu.au/property

Bachelor of Business (Sport Management) (MIN 12 CREDIT POINTS; 1 YR 10 MO)

People working behind the scenes in sport are often just as important as the players on the pitches, courts and fields. Deakin’s Bachelor of Business (Sport Management) teaches you about the business aspects of sport, including sport systems and organisations, finance, promotion, management and law.

Ever considered managing an organisation that holds sporting competitions and major events? What about working in community programs that encourage participation in sport? Equipping you for roles in national and state organisations, such as sporting goods manufacturers, facility designers, player agents and beyond, the Bachelor of Business (Sport Management) degree is perfect for anyone who’d love to work in the exciting world of sport.

Careers

Career opportunities in sport management have expanded considerably in the past 10 years. Sports including Australian Rules football, basketball, cricket, tennis and golf, plus national and state sporting organisations all require professionally trained people to work for them. In addition, there is a need for qualified people to manage facilities catering for sport at the local level through to those hosting national and international competitions.

Work experience

This course offers industry-based learning opportunities. To find out more visit deakin.edu.au/business-wil.

Course structure

24 credit points – 8 credit points of core sport management units, 8 credit points of core business units and 8 credit points of elective units (which may include a major of your choice).

See also Bachelor of Exercise and Sport Science/Bachelor of Business (Sport Management), page 14.

- For international students, Cloud Campus only.

deakin.edu.au/sport-management

Learn without limits

Study with the university leading online education delivery. Our commitment to innovation helps shape your online experience, giving you all the tools and support you need to succeed at university.

Join our 14,000 strong community of online students. Cloud Campus students learn with the same top teachers as on-campus students, with the ultimate flexibility to study anywhere, anytime.

An elite athlete friendly university

As one of Australia’s foremost universities in the delivery of sport courses, Deakin is also dedicated to supporting elite athletes in their quest to achieve academic success alongside the demands of training and competition. That’s why Deakin is a member of the Elite Athlete Friendly University (EAFU) Network.

We provide flexibility for recognised elite athlete students around assessment deadlines, lecture and tutorial attendance and study loads to integrate with sporting commitments. Student athletes may also be able to take several leaves of absence in order to meet sporting commitments and extend the amount of time normally allowed to complete a course.


Bachelor of Sport Development (MIN 12 CREDIT POINTS; 1 YR 10 MO)

The Bachelor of Sport Development draws on streams of study to build an understanding of sport programs and pathways, contemporary health and community development approaches, and the organisation, management and governance of sport organisations.

The course is focused with increasing participation in sport and the quality of sport outcomes at elite and participation level through the design of sport systems to attract, retain and nurture participants. You’ll learn how to develop coaching programs and sport development philosophies, and examine theoretical aspects of the science of coaching and how sport is used as a vital tool for development. You’ll undertake analysis on agencies and organisations within the sports industry; at the same time examining and developing skills utilised by professional sport managers.

Careers

Students are prepared for careers in coaching, the leisure industry, sports science and in community sports development. Career opportunities can include areas of sport coaching and leadership, elite sport pathway development, sport policy development and management, sport and recreation coordination and management, community and participation development, sport development through inclusion, diversity and access, facilities development and management.

Work experience

This course offers industry-based learning opportunities. To find out more visit deakin.edu.au/business-wil.

Course structure

24 credit points – 10 credit points of core business and law units, 10 credit points of core health units and four elective units, including two from the Faculty of Business and Law and two from the Faculty of Health. Students must also complete a 0-credit-point unit, Safety Induction.

deakin.edu.au/bachelor-sport-development
## Courses

### Combined courses

**Bachelor of Arts/Bachelor of Commerce**

This is a flexible combined course that allows you to combine arts and commerce majors, such as politics and policy studies with economics, finance with journalism, or public relations with marketing, to create a unique qualification.

* Students enrolled in this combined course at Geelong will be required to undertake units of study at both the Geelong Waurn Ponds Campus and the Geelong Waterfront Campus.

**Bachelor of Arts – Chinese/ Bachelor of Commerce**

A language qualification combined with a degree in business expands your employment opportunities locally and overseas. Mandarin is spoken in China, Taiwan, Hong Kong and Singapore and will give you a distinctive and sought-after qualification.

You will have the opportunity to take part in an in-country language program to accelerate your language skills and experience full immersion in the history and culture of China.

**Bachelor of Commerce/Bachelor of Information Systems**

This course allows you to combine studies in information systems with commerce majors, such as politics and policy studies with economics, finance with journalism, or public relations with marketing, to create a unique qualification.

### Bachelor of Commerce/Bachelor of Laws

A combined degree in commerce and law allows you to develop a sound understanding of the context in which the law operates in the business world, with a case study approach and a strong practical legal skills component, as well as giving you comprehensive knowledge in business studies.

Deakin’s combined law studies satisfy the academic requirements for admission to practice as an Australian lawyer.

For more information on Deakin Law School and its program, visit [deakin.edu.au/law](http://deakin.edu.au/law). See also the 2019 Undergraduate Law booklet, which can be downloaded or ordered at [deakin.edu.au/courses/find-a-course/course-guides](http://deakin.edu.au/courses/find-a-course/course-guides).

* The first two years are available at the Warrnambool Campus. The remaining course load can be taken by transferring to Geelong Waterfront Campus or the Cloud Campus.
* Trimester 3 is not available at the Geelong Waurn Ponds Campus.
* Trimester 3 is not available at the Warrnambool Campus.
* Cloud Campus and Melbourne Burwood Campus only.

### Bachelor of Commerce/Bachelor of Science

Deakin’s combined course in commerce and science gives you specialised training in a scientific field, such as biology, biological science, chemistry, environmental science or mathematical modelling, while also developing your understanding of the commercial world, with specialisations including economics, accounting, management or information systems, for example.

* Trimester 3 is not available to international students.

### Bachelor of Exercise and Sport Science/Bachelor of Business (Sport Management)

Along with the rapid commercialisation of sport, there has been an equal growth in the sport service industry, with the development of occupations such as coaching and sport business development, management and governance. This combined degree offers career opportunities in coaching and sport business development.

### Bachelor of Nutrition Science/Bachelor of Business

This comprehensive course provides you with knowledge and skills in food and nutrition sciences and complementary business knowledge and skills focusing on marketing or management. It is designed for employment in health and food-related industries. Deakin’s Bachelor of Commerce is internationally recognised and EPAS accredited by the European Foundation for Management Development (EFMD).

#### Professional recognition

Enrolled students and graduates can apply for membership of the Nutrition Society of Australia (NSA).

### Bachelor of Information Systems/Bachelor of Information Technology

This is a flexible combined course that allows you to combine arts and commerce majors, such as politics and policy studies with economics, finance with journalism, or public relations with marketing, to create a unique qualification.

* Students enrolled in this combined course at Geelong will be required to undertake units of study at both the Geelong Waurn Ponds Campus and the Geelong Waterfront Campus.

**Deakin’s combined course in commerce and science gives you specialised training in a scientific field, such as biology, biological science, chemistry, environmental science or mathematical modelling, while also developing your understanding of the commercial world, with specialisations including economics, accounting, management or information systems, for example.**

* Trimester 3 is not available to international students.

### The most satisfied students – 8 years in a row

As Deakin, we pride ourselves on the satisfaction of our students and the success of our graduates. To us, the experience of each student matters, from the quality of teaching they receive to their ongoing employability. When Deakin scores highly in a number of rankings year on year, it’s thanks to many thousands of these great individual experiences.


### Bachelor of Information Systems/Bachelor of Information Technology

In today’s IT job market multiskilling, multitracking and cross-skilling are highly valued and graduates of this course are well placed for a successful career in business, industry or government. As a graduate you will be qualified for a wide range of positions, including IT manager, project manager, analyst/programmer, network manager, internet developer and administrator, information systems project leader, IT consultant, systems manager or business consultant.

On a daily basis, we all use some form of IT or IT for business processes and management, creative output or communication. With the information and communications technology sector thriving, this combined course leads to a wide range of exciting career opportunities.

The Bachelor of Information Systems is accredited by the Australian Computer Society (ACS).

### ‘My Deakin degree in commerce and law gave me the perfect launching pad for my career in civil litigation’

**Anthony Jensen**

Bachelor of Commerce/Bachelor of Laws graduate
Senior Legal Council at Dubai Financial Services Authority

"When Deakin gave me the chance to study law in Melbourne, it gave me the perfect launching pad for my career in civil litigation. It gave me a sound understanding of the law and what it meant in practice as an Australian lawyer."
Bachelor of International Studies/Bachelor of Commerce

This specialist degree allows you to combine complementary majors in international studies and commerce. With an international orientation you will be expected to make a commitment to an internship with an overseas organisation, or a period of study at an overseas university, or to participate in an in-country language program.

Bachelor of Property and Real Estate/Bachelor of Commerce

With a strong public profile and an established reputation with industry, this combined degree provides practical experience and project work that relates theory with practice, providing a broad, relevant business education.

The Bachelor of Property and Real Estate has professional accreditation by the Australian Property Institute and the Royal Institution of Chartered Surveyors. Graduates will meet the academic requirement to be eligible for registration as a Certified Practising Valuer.

Bachelor of Construction Management (Honours)/Bachelor of Property and Real Estate

The Bachelor of Construction Management (Honours)/Bachelor of Property and Real Estate is a unique offering in Victoria, as well as across Australia. This combined program provides you with a thorough understanding of both the construction management discipline and the property and real estate discipline, as well as building on the strong synergy between the two.

Bachelor of Property and Real Estate/ Bachelor of Laws

This combined course provides you with a thorough understanding of both the law discipline and the property and real estate discipline, as well as building on the strong synergy between the two.

Bachelor of Public Health and Health Promotion/Bachelor of Commerce

This combined course provides you with a thorough understanding of the importance of health education, factors influencing health practices, as well as strategies to promote the health of individuals and groups. At the same time you gain a professional business qualification incorporating aspects of management, marketing, human resources or finance, depending on the major you take in the commerce component of your degree.

Business
<table>
<thead>
<tr>
<th>Course and entry requirements</th>
<th>Campus and ATAR</th>
<th>Course duration</th>
<th>Trimester intakes</th>
<th>Domestic fee*</th>
<th>International fee*</th>
<th>IELTS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business</td>
<td>M325</td>
<td>T1, T2, T3</td>
<td>3</td>
<td>$9933</td>
<td>$32,600</td>
<td>6/6</td>
</tr>
<tr>
<td>Bachelor of Business (Sport Management)</td>
<td>M391</td>
<td>T1, T2, T3</td>
<td>3</td>
<td>$10,045</td>
<td>$32,600</td>
<td>6/6</td>
</tr>
<tr>
<td>Bachelor of Commerce</td>
<td>M300</td>
<td>T1, T2, T3</td>
<td>3</td>
<td>$8,398</td>
<td>$32,600</td>
<td>6/6</td>
</tr>
<tr>
<td>Bachelor of Information Systems</td>
<td>M340</td>
<td>T1, T2, T3</td>
<td>3</td>
<td>$9,336</td>
<td>$30,200</td>
<td>6/6</td>
</tr>
<tr>
<td>Bachelor of Property and Real Estate</td>
<td>M348</td>
<td>T1, T2, T3</td>
<td>3</td>
<td>$10,329</td>
<td>$30,000</td>
<td>6/6</td>
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<tr>
<td>Bachelor of Sport Development</td>
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<td>1</td>
<td>$9,163</td>
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<td>6/6</td>
</tr>
<tr>
<td>Bachelor of Arts/Bachelor of Commerce</td>
<td>D313</td>
<td>T1, T2</td>
<td>2</td>
<td>$9,304</td>
<td>$30,200</td>
<td>6/6</td>
</tr>
<tr>
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<td>T1</td>
<td>1</td>
<td>$9,720</td>
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<td>6/6</td>
</tr>
<tr>
<td>Bachelor of Commerce/Bachelor of Information Systems</td>
<td>D366</td>
<td>T1, T2</td>
<td>2</td>
<td>$10,239</td>
<td>$32,600</td>
<td>6/6</td>
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<tr>
<td>Bachelor of Commerce/Bachelor of Laws</td>
<td>D322</td>
<td>T1, T2, T3</td>
<td>3</td>
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<td>$34,800</td>
<td>6/6</td>
</tr>
<tr>
<td>Bachelor of Construction Management (Honours)/Bachelor of Property and Real Estate</td>
<td>D336</td>
<td>T1, T2</td>
<td>2</td>
<td>$10,279</td>
<td>NAP</td>
<td>NAP</td>
</tr>
</tbody>
</table>

**Domestic fee** includes tuition fees, plus a one-off government fee of $2,000. **International fee** includes tuition fees, plus a one-off government fee of $2,000 and a $5,000 international student entry fee (ISEF). The ISEF is in addition to the domestic fee and is subject to change.

**IELTS** is the International English Language Testing System (for international students only). The IELTS scores in the table above reflect the minimum overall score required, unless otherwise indicated. Additional fees may apply. For more information visit deakin.edu.au/life-at-deakin/why-study-abroad/elite-athlete-program.

The Bachelor of Exercise and Sport Science at the Geelong Waurn Ponds Campus has a regional and remote entry scheme available through VET. This scheme is open to current Year 12 students from schools in the Greater Geelong region. Please note that the scheme is open to current Year 12 students only, applications via VETAC. Visit deakin.edu.au/health/regional-and-remote-entry-scheme for more information.

**Bachelor of Information Systems/Bachelor of Information Technology** | D337 | T1, T2, T3 | 3 | $13,50 | $67,85 | 6/6 |

**Bachelor of International Studies/Bachelor of Commerce** | D301 | T1, T2, T3 | 3 | $10,363 | $32,600 | 6/6 |

**Bachelor of Nutrition Science/Bachelor of Commerce** | D301 | T1, T2, T3 | 3 | $10,363 | $32,600 | 6/6 |

**Bachelor of Property and Real Estate/Bachelor of Commerce** | D325 | T1, T2, T3 | 3 | $10,363 | $32,600 | 6/6 |

**Bachelor of Property and Real Estate/Bachelor of Laws** | D396 | T1, T2, T3 | 3 | $10,408 | $33,800 | 7/6/6 |

**Bachelor of Public Health and Health Promotion/Bachelor of Commerce** | D388 | T1 | 1 | $9,819 | $32,600 | 6/6 |

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1. No offers made to recent secondary education applicants.
2. Students enrolled in this combined course at Geelong will be required to undertake units of study from both campuses. Students should seek advice from their School of Business representative.
3. The 2018 indicative Commonwealth Supported Place (CSP) fee is based on a typical enrolment by an Australian domestic student enrolled in two trimesters of full-time study or 6 credit points, unless otherwise indicated. This fee should be used as a guide only and is subject to change.
4. The IESF is in addition to the domestic fee and is subject to change. For more information visit deakin.edu.au/elite-athlete-program.
5. Recent secondary education applicants include current Year 12 and Year 11 graduates from 2017 and 2016.
6. There are three categories under which non-Year 12 applicants may apply to Deakin: – applicants with higher education study; – applicants with vocational education and head to the course of interest to find out further details on admission requirements.
7. This intake is only available at the Cloud Campus for international students. For domestic students, this intake is only available at the Cloud Campus and the Geelong Waurn Ponds Campus.
8. Three trimester intake is only available at Melbourne Burwood Campus, Geelong/Waterfront Campus and Cloud Campus. For international students, Cloud Campus and Melbourne Burwood Campus only.
9. Students enrolled in this combined course at Geelong will be required to undertake units of study from both campuses. Students should seek advice from their School of Business representative for more information.
10. This course is not available to international students.
11. Students are eligible to apply to this course at either Melbourne Burwood Campus or Geelong/Waterfront Campus. Delivery is at both campuses and students will be required to undertake units of study from both campuses. Students should seek advice from their course advisor prior to the commencement of their course. Please note that all property and real estate units also run at the Cloud Campus.
12. The first two years are available at the Warrnambool Campus. The remaining course load can be taken by transferring to the Geelong/Waterfront Campus or the Cloud Campus.
13. No offers made to recent secondary education applicants.
14. NA means not published – less than five offers made to recent secondary education applicants.
Contact us

Need to contact Deakin?
We have staff at each of our campuses who are more than happy to answer your general queries.

Prospective student enquiries
Domestic students
1800 693 888
myfuture@deakin.edu.au

International students
+61 3 9627 4877
study@deakin.edu.au

Social media at Deakin
facebook.com/DeakinUniversity
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www.youthcentral.vic.gov.au

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