BUSINESS

UNDERGRADUATE

MELBOURNE | GEELONG | WARRNAMBOOL | OFF CAMPUS 2013

BUSINESS INFORMATION SYSTEMS |
COMMERCe |
MANAGEMENT |
PROPERTY AND REAL ESTATE |
SPORT |
Studies in business are diverse and skills in this area can make a difference to several aspects of the world we live in.

No matter what aspect of business you want to study, there is an area of specialisation at Deakin to meet your needs. We offer undergraduate courses in business information systems, commerce, management, property and real estate, sport management and sport development, plus a range of exciting combined courses. Within these courses, many major sequences are available – from accounting, commercial law and economics right through to international trade and economic policy, human resource management and marketing.

Our mission is to be engaged with you and our partners in the provision of flexible educational programs and relevant research. Deakin's business courses are backed by high quality, contemporary research, and developed in consultation with industry. Our courses are designed to be relevant to your career and life aspirations and are enhanced by a high level of practical content, which is invaluable and viewed favourably by prospective employers.

This booklet will tell you about the courses we offer in business, their key features and the career opportunities you can expect from completing a degree at Deakin.

Choosing a university course is an important decision – and we are here to help. We encourage you to gather as much information as possible to help you make an informed decision about which course is best for you.

If you need more information, please contact us on 1300 DEGREE (1300 334 733), email enquire@deakin.edu.au or visit deakin.edu.au.

We look forward to seeing you at Deakin!

The Deakin team
Using this booklet

This booklet provides you with detailed information about Deakin’s undergraduate courses in business (for domestic students), including study areas, career opportunities, course overviews and course structures. It is designed to be read in conjunction with the 2013 Undergraduate Course Guide, which gives an overview of all of Deakin’s undergraduate courses, study options, support services and campuses.

Deakin University also produces course guides specifically for international students. To request a copy phone Deakin International on 03 9244 5095.

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Business at Deakin

Hands-on learning
Deakin’s business courses are enhanced by a high level of practical content, which is invaluable in preparing you for your working life and viewed favourably by prospective employers. We provide a stimulating variety in your education, which ensures you leave Deakin with the skills you need to embark on an outstanding career.

Industry input
Our courses are backed by high-quality, contemporary research, and designed and continually updated in close consultation with the business industry, professional groups and advisory boards. We ensure our courses are relevant to the current and emerging needs of employers.

Career outcomes
Graduates of Deakin’s business courses are in high demand and enjoy careers in a broad range of high-profile organisations and roles. Employers recognise that Deakin graduates are taught industry-relevant skills which enable them to hit the ground running.

Professional recognition
Many of Deakin’s business courses are accredited by industry associations, translating into excellent job and career opportunities for Deakin graduates.

Flexible study options
Genuine flexibility is a key feature of our courses. You can study most courses full time or part time, and choose specialist areas as you progress through your course to tailor your degree to match your career goals. Deakin’s use of technology in course delivery, our trimester system and deferment option enhance our flexible approach to education, ensuring your study fits in with your work and lifestyle commitments.

For more information, please visit deakin.edu.au/online-offcampus.

Scholarships and grants
Deakin University offers scholarships for academic excellence, access and equity, accommodation and Aboriginal and Torres Strait Islanders, ensuring higher education is accessible for all members of the community. For more information on scholarships, please visit deakin.edu.au/scholarships.

In addition, the Faculty of Business and Law offers a number of merit-based scholarships specifically related to its undergraduate program.

Dean’s Scholars Program, Melbourne
The Faculty offers a scholarship intake for a small number of the most capable and highly-motivated students to the Bachelor of Commerce at Deakin’s Melbourne Burwood Campus. Students admitted to the Dean’s Scholars Program are given scholarship support of up to $2800 per annum, are prepared for advanced/honours work, and encouraged to accelerate their program.

For Dean’s Scholars it is possible to complete the Bachelor of Commerce in two and a half or even two years, as well as graduate with an honours degree far earlier than is generally possible for students at Deakin or other universities. Dean’s Scholars enrolling in a Bachelor of Commerce (Honours) can apply to extend their scholarship.

Applications to the Dean’s Scholars Program should be made through VTAC, listing Deakin Commerce (Dean’s Scholars Program) as a separate preference. Students who expect to gain an ATAR of 90 or more are encouraged to apply.

Commerce scholarships, Geelong and Warrnambool
Dean’s scholarships are also offered in the Bachelor of Commerce at the Geelong Waterfront Campus and the Warrnambool Campus. These scholarships are similar to those at Melbourne, providing up to $2800 per year for three years and individual academic mentors. The scholarships will be awarded to students with the highest ATAR score on each of the two campuses who are admitted to the commerce degree through the normal Bachelor of Commerce VTAC entry for those campuses. No separate VTAC entry is required.

Rural and regional grants
The Faculty of Business and Law has a grant scheme to assist rural students commencing an undergraduate degree in commerce, law or management at the Warrnambool Campus. The cash grants are valued at $2000 ($250 per successful unit of study).

To be eligible you must:
» apply for entry through the Victorian Tertiary Admissions Centre (VTAC), in a Business and Law course on the Warrnambool Campus
» enrol for the first time in 2013 as a Commonwealth supported student, in a Deakin University, Faculty of Business and Law undergraduate course, and
» meet the requirements of the VTAC Special Entry Access Scheme – SEAS Category 1: Personal information and location, which includes applicants from rural or isolated areas. This includes Warrnambool and towns in western Victoria and south-eastern South Australia, as well as the surrounding countryside.

First in Family grants
The Faculty of Business and Law offers grants to financially assist students commencing an undergraduate degree from the Faculty on the Melbourne Burwood Campus, the Geelong Waterfront Campus or off campus. The cash grants are valued at $2000 ($250 per successful unit of study).

To be eligible you must:
» apply for entry through the Victorian Tertiary Admissions Centre (VTAC) in a Business and Law course on the Melbourne Burwood Campus, the Geelong Waterfront Campus or off campus
» enrol for the first time in 2013 as a Commonwealth supported student, in a Deakin University, Faculty of Business and Law undergraduate course, and
» meet the requirements of the VTAC Special Entry Access Scheme – SEAS Category 5: Disadvantaged financial background.

For more information on Faculty of Business and Law scholarships, including how to apply, please visit deakin.edu.au/buslaw/future-students/scholarships.
Most of Deakin’s business courses incorporate a Business Internship Program which provides you with a realistic business experience in your area of specialisation.

The Business Internship Program is an opportunity for students and businesses to benefit from each other’s knowledge and experience. Students negotiate internship details with their proposed host organisation, which provides students with the opportunity to both observe and participate in a range of real world business experiences related to their studies.

As a consequence, student employability is greatly enhanced and employers benefit from an additional pair of hands with a fresh view of the business world. Completing a business internship gains you credit towards your degree but doesn’t extend the length of your studies.

The program involves two 1-credit-point units, available to final-year students. These units complement each major area of study and are available on all campuses and off campus.

For more information about the Business Internship Program, including how Deakin students apply, please visit deakin.edu.au/buslaw/BIP.

GRADUATE SNAPSHOT

Skye Boag
Bachelor of Commerce (major sequences in marketing and public relations)
Warrnambool Campus

‘The best aspect of the course is its Business Internship Program. This program provides students with actual workplace experience and allows them to learn in a practical environment.

Through the internship program I worked on the marketing material for Australia’s biggest children’s festival, Fun4Kids. I also undertook an internship with Warrnambool City Council in their events and promotions department. I was exposed to a variety of marketing and public relations tasks relating to media releases, copywriting for promotional materials (flyers, adverts etc.), social media, website development and networking with media liaisons.’
Give your degree a competitive edge with an overseas study experience. The Faculty of Business and Law runs a number of unique study tours throughout the year to exotic places such as India, China and Europe.

You can apply for international study experiences relevant to your course through in-country programs, internships, study abroad and student exchange programs. Some of these study tours can be taken in conjunction with your degree so that you are assessed during and after your trip, rather than participating in lectures on campus.

These programs provide you with learning experiences that encompass international and intercultural perspectives while supporting a culture of diversity and awareness, enabling you to become a global citizen and develop a richer cultural perspective.

For more information on undertaking a Business and Law study tour, please visit deakin.edu.au/buslaw/news/study-tours.

For more information on Deakin’s Study Abroad Program, please visit deakin.edu.au/current-students/student-exchange/exchange.

2010 China Study Program, student group, Faculty of Business and Law.
Deakin’s business courses offer a broad range of study areas so they provide career opportunities in a diverse range of traditional and emerging professional business areas in virtually every area of business and government in Australia and internationally. Many Deakin graduates have gained national and international prominence in their chosen fields. Deakin business graduates may find employment in business process analysis, financial and information security, web architecture/design/programming, accounting, advertising, event operations, business analysis, human resource management, market research, training and development, tourism operations and planning, private or government valuation, property sales and acquisition, sport management, sponsorship management or sport development.

Recent Deakin business graduates have been employed by a range of organisations including, but not limited to, the following:

» ANZ Bank
» Attorney-General’s Department, NSW
» Australian Bureau of Statistics
» Australian Taxation Office
» Barwon Water
» Barwon Health
» CB Richard Ellis
» Coles Group
» Commonwealth Bank
» Davidsons Accounting
» Deloitte
» Ernst and Young
» Ford Australia
» Godfrey Hirst
» Goldman Sachs JBWere
» IBM
» Knight Frank
» KPMG
» Metricon Homes
» Morgan Stanley
» National Australia Bank
» PriceWaterhouseCoopers
» Reserve Bank of Australia
» Rip Curl
» Sinclair Wilson
» Tesltra
» Transport Accident Commission
» Visy Recycling
» WHK (previously Day Neilson).

‘With a team of 100 staff, Sinclair Wilson is a major accounting firm based in Warrnambool. We cover most of Victoria's Western district and south-east South Australia, with offices in Warrnambool, Camperdown, Hamilton and Mount Gambier. We also have regional offices in Cobden, Mortlake, Port Fairy, Terang and Timboon.

Sinclair Wilson has a long and genuinely cherished relationship with Deakin University. Each year we seek to take on two graduates and currently our organisation employs more than 40 graduates. We continually look for enduring partnerships that will benefit the students, employers and the region.’

You can defer your studies in most Deakin courses for up to two years. This means you can postpone your studies to work, travel or volunteer and still retain your university place.
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<td>Bachelor of Management/Advanced Diploma of Tourism/ Diploma of Sustainability at The Gordon</td>
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Geelong campuses = Geelong Waurn Ponds Campus and Geelong Waterfront Campus.
R/C = A range of criteria are used for selection.
N/A = Not available or not applicable. The course is offered at this campus. Where no ATAR is available it may mean that other admission requirements apply. Please refer to the course entry for more information.
* The off-campus mode offering of this course is subject to negotiation with the Course Director. Please contact the Faculty of Arts and Education Student Support office on your campus for further details.

If a clearly-in ATAR is not listed it means that the course is not available at that campus.
For more information on ATARs please visit deakin.edu.au/future-students/year12.

6. Check out our Undergraduate eBrochure, available from deakin.edu.au/ebrochure/undergrad, the Apple App Store and Google play.
Accounting<sup>2</sup> Business makes the world go round, and underpins our society. A Bachelor of Commerce (BCom) is the springboard to a successful career in multiple dynamic and in-demand professions, with more than 20 areas of specialisation. Deakin’s BCom is well recognised throughout Australia and highly respected in the business community. With this qualification to your name, you open up employment opportunities in virtually every area of business and government across Australia and beyond.

Commerce<sup>1</sup> Business makes the world go round, and underpins our society. A Bachelor of Commerce (BCom) is the springboard to a successful career in multiple dynamic and in-demand professions, with more than 20 areas of specialisation. Deakin’s BCom is well recognised throughout Australia and highly respected in the business community. With this qualification to your name, you open up employment opportunities in virtually every area of business and government across Australia and beyond.

Commercial law<sup>2</sup> Commercial law deals with complex issues like taxation, company reporting and contract management. This major sequence will provide you with an understanding of all the main areas that make up the fascinating field of commercial law. If you have good written and oral communication skills, can analyse and solve problems logically and have an understanding of sound business principles, studying commercial law could lead to a fruitful and rewarding career.

eBusiness<sup>2</sup> eBusiness is also known as electronic business. eBusiness professionals help companies sell products and services online, specialising in areas such as online advertising, online protection from hackers and the design of new online products. They also understand how Facebook, YouTube, SecondLife, mobile phones and other new technologies can be used by business. This major sequence prepares you for commerce in the 21st century.

Business security management<sup>2</sup> Business security management provides comprehensive knowledge of the design, management and security requirements of electronic business transactions. It also looks at data communication systems and the development of security solutions that meet business goals and objectives. You will learn how to effectively apply the latest security techniques to protect information and the associated business information systems.

What is the difference between information technology and business information systems?

Many students ask what the difference is between Information Technology (IT) and Business Information Systems (BIS). To help you understand the difference and how these two areas are related, these terms are explained below:

IT is a practical, hands-on discipline that uses information technology tools, processes and methodologies to develop solutions and address or assist in solving problems across a wide-range of areas. IT has an important role in all aspects of modern industry including defence, banking, automotive, gaming, entertainment, and fashion design.

BIS is the organisation of people and communication technologies such as personal computers, databases, networks and the internet, that interact to provide information needed to support an organisation’s business problems and help them succeed in a globalised world.

Economics<sup>1</sup> Studying economics will help you understand why it is vital to our society and how it is dependent on human behaviour. Economics is relevant to the study of a whole range of disciplines – business, finance, international markets and trade, health, transport, democracy and voting patterns, the environment – including policies on global warming, as well as social equity and wellbeing. Taking economics as a major sequence will enhance all aspects of your business studies.

Finance<sup>1</sup> Finance specialists research and analyse the financial aspects of organisations and provide advice on investments. With this major sequence you will gain a broad understanding of the structure and operations of financial markets in Australia, plus the theory and techniques underlying financial management.

Financial planning<sup>2</sup> Financial planning will provide you with the skills you need to attain your own personal financial goals and to develop the expertise to advise others on a professional basis. Financial planners specialise in key areas. These include retirement, taxation, investment and estate planning. This major sequence examines the theoretical framework of financial planning, plus the practical application of the theories and strategies.

Health informatics<sup>2</sup> Learn how to use technologies, information systems, methods and techniques in the development and management of health care information systems and services. Studies focus on information used in business processes within a health care setting, as well as for medical treatment.

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<sup>1</sup> This is offered as a full degree program.

<sup>2</sup> This is offered as a major sequence within a full degree program.

<sup>^</sup> Bachelor of Commerce (90300) is the recommended pathway to qualify for membership of professional organisations.

<sup>#</sup> You will be required to undertake one unit in off-campus or online mode to complete the major sequence.
Major study areas

**Human resource management**
People management is one of the fastest growing fields of professional employment. Human resource management covers recruitment, selection, training and development, workplace diversity, employee relations, performance and change management, and remuneration. You will also gain invaluable counselling, mediation and negotiation skills that will stand you in good stead in any field you enter in the future.

**Interactive marketing**
Increasingly, an interactive medium such as the internet is used to supplement the marketing of a product or organisation – that is what is known as interactive marketing. This major sequence is about developing innovative strategies that allow digital applications to be used effectively for business communication and online marketing. You will learn specialist skills in direct and digital marketing, and customer relationship management.

**International business**
Develop skills in the analysis of international markets, and the personal skills and attitudes required to successfully engage in international business. This major sequence includes units with an international focus, drawn from a wide range of business disciplines.

**International management**
Learn about the complex and challenging arena of international management and business. It covers a comprehensive range of topics including international economy, international human resource and regulatory business environments in the domestic and international context – all within a constantly changing political and social global environment.

**International relations**
Studies in international relations will provide you with a better understanding of conflict and cooperation, and war and peace, in contemporary international politics. You will examine particular issues in global politics, including the nature of power and security, globalisation and global governance, human rights and global justice, the politics of the Asian region and Australia’s place in the world.

**International trade and economic policy**
Gain a sound understanding of the economic basis to trade, and the institutions and market structures that underpin global commerce. This major sequence covers the economic, political and cultural characteristics of the major trading regions, with a strong emphasis on Asian trade.

**Journalism**
This long-established program at Deakin offers you the skills and knowledge needed to become a qualified journalist in broadcast and print media. You will study mass media, ethical and legal issues, gain research skills and learn how to write for major daily newspapers and mainstream magazines, radio and television.

**Management**
Management refers to the procedures and systems used in an organisation to assess how individuals and the organisation itself can best operate. An integrated and progressive study of modern management theory and practice in an Australian and global context, which examines concepts such as managing change, globalisation, problem solving, innovation and technology and planning.

**Marketing**
Marketing is about relationships with customers and involves developing, maintaining and enhancing those relationships. Modern marketing is about adding value to the customer experience and building a relationship between buyers and sellers that benefits both. You will learn to think creatively and apply theory to practice in various situations where customer behaviour and expectations need to be managed.

**Media and communication**
This is an area of rapid and continuous technological, political, economic and social change. Much of the recent explosion in the stock of human knowledge is linked with developments in media and communication. This major sequence offers a unique 'multiskilled' qualification suited to many careers and job markets.

**Politics and policy studies**
Explore our role as citizens in the Australian community and the nature of diverse ideologies. This major sequence explores economic, social, health, environmental, and media policy, along with politics in India, Europe, USA, China, Indonesia, and the Middle East.

**Professional practice**
This major sequence is for those wanting to develop the skills that will put them ahead of the rest in today’s business world. You will learn how to manage business information and intelligence, make good business decisions, communicate effectively in the workplace, and understand the importance of business ethics. These skills are becoming increasingly important in today’s contemporary corporate world.
Property and real estate\(^2\)  
Gain knowledge and skills in all facets of the real estate market including commercial and industrial property, residential property, property development, property valuation, market analysis and property economics, with specialisations in sustainability, business or built environment disciplines.

Quantitative business analysis\(^2\)  
In today's world, commerce is supported by information systems. If you graduate with skills in both statistical analysis and commerce, you will be a jump ahead of the rest when you hit the job market. Quantitative business analysis will provide you with an in-depth understanding of statistical, mathematical and economic methods. It applies to economics, finance, marketing and management areas. You will learn to critically think and analyse real world issues in business and will be equipped with the kind of quantitative skills highly relevant to your professional career.

Sport development\(^1\)  
Sport development is distinctive due to its unique focus on three study streams: sport management and marketing, coaching and exercise, and sport science. It also focuses on the development of sport, and community development through sport. This specialist field is concerned with increasing participation in sport, and with the development of pathways to attract, retain and nurture sports participants.

Sport management\(^1\)  
Learn to manage organisations conducting sporting competitions, major events, and community programs that encourage participation in sport. Sport management also relates to the management of organisations supporting sporting competitions such as sporting goods manufacturers and retailers, sports promoters and facility designers, as well as player management and agents.

Supply chain management\(^1\)  
Supply chain management is about managing the flow of materials, information and finances as they move from supplier to manufacturer to retailer to end-consumer. It deals with the purchase of raw materials, the process of manufacturing the goods, the storage of the goods, and the delivery to consumers. Operating these functions in an effective and efficient way has become critical as businesses face worldwide competition.

Sustainability\(^2\)  
From a global perspective, sustainability has become one of the most important areas affecting our society. Property professionals are increasingly aware of environmental considerations, which are directly relevant in the workplace and industry. In this major sequence you will learn about the broader effects of climate change and how sustainability affects both private business and government organisations. You will gain an enhanced knowledge and understanding about the importance of living a sustainable existence in relation to property and real estate.

Sustainable tourism\(^2\)  
Sustainable tourism is available in a concurrent course on sustainable tourism management. This course is dual delivered by Deakin University and The Gordon. It offers the opportunity to complete practical tourism training and business management studies in Geelong. You will be a Deakin student and The Gordon student at the same time.

Tourism is a growth industry. Sustainable tourism is even more specialised, dealing with balancing the environmental, economic and socio-cultural impact of tourism development.

Deakin units concentrate on core management skills in a business context, while the TAFE units offer vocational training designed to develop hands-on or applied skills in real work environments with strong links to the tourism industry.

Technology management\(^2\)  
Study management, in particular, managing the individual and the actual organisation. This major sequence focuses on the technology aspects of management in terms of managing engineering and IT areas, and combines with the study of more general business areas. It provides both a useful introduction to the importance of management and also looks at the technology function in organisations.

Tourism\(^1\)  
Tourism is available in a concurrent course on tourism management. This course is dual delivered by Deakin University and Box Hill Institute. It offers the opportunity to complete practical tourism training and business management studies. You will gain knowledge and skills in tourism operations management, customer service, sales and marketing skills, opportunities to develop business skills and concepts, the ability to conduct research, manage projects and implement operational plans. Deakin units concentrate on core management skills in a business context, while the TAFE units offer vocational training designed to develop hands-on or applied skills in real work environments with strong links to the tourism industry.

\(^1\) This is offered as a full degree program.

\(^2\) This is offered as a major sequence within a full degree program.

\(^\wedge\) Bachelor of Commerce (M300) is the recommended pathway to qualify for membership of professional organisations.

\(^\#\) You will be required to undertake one unit in off-campus or online mode to complete the major sequence.

\(^\circ\) This study area is part of a concurrent course and not available as a major sequence.
Courses

Bachelor of Business Information Systems* 1 2 3 4 5

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<tr>
<th>Deakin code</th>
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<th>ATAR</th>
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<tr>
<td>M305</td>
<td>14211 (CSP)</td>
<td>$8180 (CSP)</td>
<td>57.25</td>
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Year 12 prerequisites
- VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English.
- VTAC Pi Form.

* Subject to review for 2013.

If Information Technology (IT) is the central nervous system of our modern technological world, then Information Systems (IS) is the blood that pumps through the veins. IS is the application and use of technology, not the creation of it.

On a daily basis, we all use some form of IS or IT for business processes and management, creative output or communication. IS graduates are in demand, and with high graduate salaries on offer, and professional membership of the Australian Computer Society (ACS), an IS degree can lead to a satisfying and rewarding career.

An honours year is available on completion of this degree.

Professional recognition
On completion of the Bachelor of Business Information Systems, graduates will have satisfied requirements for professional membership of the Australian Computer Society (ACS).

Career opportunities
Business information systems professionals have access to employment in just about every Australian industry, including all levels of government. This course is designed to give you essential business skills, as well as expertise in information systems, enabling you to achieve specialist information systems career roles such as project manager, business analyst, security analyst, database developer, web designer and information systems project leader.

Course structure
You must complete 24 credit points of study, including 8 credit points of core business information systems units, 4 credit points of core commerce units, a minimum of 4 credit points of business information systems elective units, and 8 credit points of elective units (four of which must be from the Faculty of Business and Law and two of which must at level 3). It is also possible for you to complete one or more major sequences offered by the Faculty of Business and Law from the list below.

- Accounting
- Business security management
- Commercial law
- Economics
- Finance
- Financial planning
- Health informatics
- Human resource management
- Interactive marketing
- International business
- International trade and economic policy
- Management
- Marketing
- Professional practice
- Quantitative business analysis
- Supply chain management

Please note, while the financial planning major sequence is available in the Bachelor of Business Information Systems, the Bachelor of Commerce is the recommended pathway to qualify for membership of the Financial Planning Association.

Business information systems core units
Level 1
- MSC120 Business Information Systems
- MSQ171 Business Data Analysis
- SIT102 Introduction to Programming

Level 2
- MSC217 Database Management for Business
- MSC228 Information Systems Analysis and Design
- MSC233 Information Networks

Level 3
- MSC303 Information Systems Project
- MSC348 Information Systems and Global Issues

Commerce core units
Level 1
- MAA103 Accounting for Decision Making
- MLC101 Business Law
- MMM132 Management

Level 2
- MMM299 Business Communication

Business Information Systems elective units
Select a minimum of 4 credit points of units, including two at level 3:

Level 1
- SHD101 Information Technology for Business
- SHD102 Introduction to Information Systems
- SHD103 Introduction to Information Systems

Level 2
- SHD201 Creating Sustainable Futures
- SHD202 Computing Futures

Level 3
- SHD203 Creating Sustainable Futures
- SHD204 Creating Sustainable Futures

Other elective units
Level 1
- MML101 Introduction to Business
- MML102 Management

Level 2
- MML201 Management
- MML202 Management

Level 3
- MML301 Management
- MML302 Management

Please note, from 2013 Geelong-based courses and major sequences offered by the Faculty of Business and Law will be offered from the Geelong Waterfront Campus instead of the Geelong Waurn Ponds Campus.

Please note, while the financial planning major sequence is available in the Bachelor of Business Information Systems, the Bachelor of Commerce is the recommended pathway to qualify for membership of the Financial Planning Association.

Refer to the Bachelor of Commerce (M300) course description on page 11 for details of major sequences and units available. Some major sequences may be available in off-campus mode.

Business information systems core units
Level 1
- MSC120 Business Information Systems
- MSQ171 Business Data Analysis
- SIT102 Introduction to Programming

Level 2
- MSC217 Database Management for Business
- MSC228 Information Systems Analysis and Design
- MSC233 Information Networks

Level 3
- MSC303 Information Systems Project
- MSC348 Information Systems and Global Issues

Commerce core units
Level 1
- MAA103 Accounting for Decision Making
- MLC101 Business Law
- MMM132 Management

Level 2
- MMM299 Business Communication

Business Information Systems elective units
Select a minimum of 4 credit points of units, including two at level 3:

Level 1
- SHD101 Information Technology for Business
- SHD102 Introduction to Information Systems
- SHD103 Introduction to Information Systems

Level 2
- SHD201 Creating Sustainable Futures
- SHD202 Computing Futures

Level 3
- SHD203 Creating Sustainable Futures
- SHD204 Creating Sustainable Futures

Other elective units
Level 1
- MML101 Introduction to Business
- MML102 Management

Level 2
- MML201 Management
- MML202 Management

Level 3
- MML301 Management
- MML302 Management

Please note, from 2013 Geelong-based courses and major sequences offered by the Faculty of Business and Law will be offered from the Geelong Waterfront Campus instead of the Geelong Waurn Ponds Campus.

Please note, while the financial planning major sequence is available in the Bachelor of Business Information Systems, the Bachelor of Commerce is the recommended pathway to qualify for membership of the Financial Planning Association.

Refer to the Bachelor of Commerce (M300) course description on page 11 for details of major sequences and units available. Some major sequences may be available in off-campus mode.
Bachelor of Business (Sport Management)  

**Course structure**

You are required to complete 24 credit points of study including 8 credit points of sport management units and 9 credit points of business units. The 7 credit points of elective units enable you to complete a major sequence of your choice from any Faculty across the University.

**Sport management core units**

**Level 1**
- MMS100 Sport Organisation
- MMS101 Sport in Society

**Level 2**
- MMS202 Management of Sport Performance

**Level 3**
- MLC310 Sport and the Law
- MMS306 Sport Management Practicum
- MMS307 Sport Facility and Event Management
- MMS308 Sport Marketing
- MMS313 Sport Leadership and Governance

**Business core units**

**Level 1**
- MAA103 Accounting for Decision Making
- MAE101 Economic Principles
- MAF101 Fundamentals of Finance
- MLCL101 Business Law
- MMM132 Management
- MSC120 Business Information Systems
- MSQ171 Business Data Analysis

**Level 2**
- MMH299 Business Communication
- MKK277 Marketing Management

**Elective units**
- MMS314 Planning for Sport Policy and Development

**Career opportunities**

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 sport 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 facilities hosting national and international competitions.

**Professional recognition**

The Bachelor of Commerce is the recommended pathway to qualify for membership of professional organisations. The course can lead to certification with many professional bodies, such as the Certified Practicing Accountant (CPA) Program of CPA Australia, entry into the CA program of the Institute of Chartered Accountants in Australia (ICAA) Association of Chartered Certified Accountants (ACCA), the Institute of Public Accountants Professional Accounting Program, the Australian Computer Society (ACS), the Economics Society of Australia and the Australian Marketing Institute, providing you meet the specified requirements within the course.

An honours year is available upon completion of this degree.

**Course structure**

You must complete 24 credit points of study including 10 core units and at least one commerce major sequence. Depending on how you structure your course, you may complete up to three major sequences. As a Bachelor of Commerce student you will study a common first year of units, and then choose your major sequences as you progress through your degree. This flexible structure enables you to tailor your degree for maximum employment opportunities.

**Professional recognition**

An honours year is available upon completion of this degree.

**Course structure**

You are required to complete 24 credit points of study including 8 credit points of sport management units and 9 credit points of business units. The 7 credit points of elective units enable you to complete a major sequence of your choice from any Faculty across the University.

**Sport management core units**

**Level 1**
- MMS100 Sport Organisation
- MMS101 Sport in Society

**Level 2**
- MMS202 Management of Sport Performance

**Level 3**
- MLC310 Sport and the Law
- MMS306 Sport Management Practicum
- MMS307 Sport Facility and Event Management
- MMS308 Sport Marketing
- MMS313 Sport Leadership and Governance

**Business core units**

**Level 1**
- MAA103 Accounting for Decision Making
- MAE101 Economic Principles
- MAF101 Fundamentals of Finance
- MLCL101 Business Law
- MMM132 Management
- MSC120 Business Information Systems
- MSQ171 Business Data Analysis

**Level 2**
- MMH299 Business Communication
- MKK277 Marketing Management

**Elective units**
- MMS314 Planning for Sport Policy and Development

**Career opportunities**

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 facilities hosting national and international competitions.

**Professional recognition**

The Bachelor of Commerce is the recommended pathway to qualify for membership of professional organisations. The course can lead to certification with many professional bodies, such as the Certified Practicing Accountant (CPA) Program of CPA Australia, entry into the CA program of the Institute of Chartered Accountants in Australia (ICAA) Association of Chartered Certified Accountants (ACCA), the Institute of Public Accountants Professional Accounting Program, the Australian Computer Society (ACS), the Economics Society of Australia and the Australian Marketing Institute, providing you meet the specified requirements within the course.

An honours year is available upon completion of this degree.

**Course structure**

You must complete 24 credit points of study including 10 core units and at least one commerce major sequence. Depending on how you structure your course, you may complete up to three major sequences.

**Core units**

**Level 1**
- MAA103 Accounting for Decision Making
- MAE101 Economic Principles
- MAE102 The Global Economy
- MAF101 Fundamentals of Finance
- MLC101 Business Law
- MMM132 Management
- MSC120 Business Information Systems
- MSQ171 Business Data Analysis

**Level 2**
- MMH299 Business Communication
- MKK277 Marketing Management

**Elective units**
- MME101 Business Academic Skills
- MMS301 Business Internship 1
- MMS302 Business Internship 2
- MMS323 Business and the Environment
- MMS341 Foundations of Entrepreneurship
- MMM335 Business in Asia
- MPM111 Introduction to Property
- MMS308 Sport Marketing
- MSC201 Professional Practice
- SHD201 Creating Sustainable Futures
- SHD301 Creating Sustainable Futures

**Continued on next page ...
Courses

Major sequences
» Accounting ▶ ▶ X
» Accounting information systems ▶ ▶ ▶ X
» Business information systems ▶ ▶ X
» Business security management ▶ ▶ X
» Commercial law ▶ ▶ X
» eBusiness ▶ ▶ X
» Economics ▶ ▶ ▶ X
» Finance ▶ ▶ ▶ X
» Financial planning ▶ ▶ X
» Health informatics ▶ ▶ X
» Human resource management ▶ ▶ ▶ X
» Interactive marketing ▶ ▶ X
» International business ▶ ▶ X
» International management ▶ ▶ X
» International trade and economic policy ▶ ▶ ▶ X
» Management ▶ ▶ ▶ X
» Marketing ▶ ▶ ▶ X
» Professional practice ▶ ▶ ▶ X
» Quantitative business analysis ▶ ▶ X
» Supply chain management ▶ ▶ X
» Technology management ▶ ▶ X

* You will be required to undertake one unit in off-campus or online mode.

Please refer to pages 7–9 for an overview of these major sequences.

Accounting ▶ ▶ ▶ X

Professional recognition
Graduates who complete the accounting major sequence plus specified finance and commercial law units will be eligible to apply for admission to the CA Program of the Institute of Chartered Accountants in Australia (ICAA), the Association of Chartered Certified Accountants (ACCA), the CPA Program of CPA Australia and/or the Institute of Public Accountants.

Career opportunities
You may find employment in accounting positions in the business community, industry, commerce, the service sector or private practice, or work in management consulting, the financial services sector or with government bodies.

Course structure
Level 1
MAA103 Accounting for Decision Making

Level 2
MAA261 Financial Accounting
MAA262 Management Accounting

Level 3
MAA310 Accounting and Society
MAA350 Ethics and Financial Services
MAA363 Corporate Accounting

Business information systems ▶ ▶ X

Professional recognition
Graduates who complete this major sequence plus other relevant units will be eligible to apply for membership of the Australian Computer Society (ACS).

Career opportunities
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.

Course structure
Level 1
MSC120 Business Information Systems

Level 2
MSC217 Database Management for Business
MSC228 Information Systems Analysis and Design

Level 3
MSC347 Information Systems Management
MSC348 Information Systems and Global Issues

Plus one unit from:
MAA303 Auditing
MSC347 Information Systems Management
MSC348 Information Systems and Global Issues

* You will be required to undertake one unit in off-campus or online mode.

Business security management ▶ ▶ X

Career opportunities
This major sequence is designed for students who wish to become business security managers, business security consultants, or security analysts, plus those students who wish to complement their chosen career with information security.

Course structure
Level 1
MSC120 Business Information Systems

Level 2
MSC273 Business Intelligence

Level 3
MSC347 Information Systems Management
MSC350 Information Security and Risk Management

Plus one unit from:
MSC220 Small Business Systems
MSC233 Information Systems Networks

Plus one unit from:
MLL370 Law and the Internet
MSC348 Information Systems and Global Issues
MSC388 Strategic Supply Chain Management

* You will be required to undertake one unit in off-campus or online mode.
Commercial law

Career opportunities
Career opportunities exist as commercial law experts in private and public companies, government bodies, public service and real estate. Depending on the specialisation chosen, you may also find work in areas such as sport management, human resource management or in an international environment.

Course structure
Level 1
MLC101 Business Law

Level 2
MLC203 Corporations Law
MLC206 Marketing Law

Level 3
MLC301 Principles of Income Tax Law
Plus 2 credit points of units from:
MLC305 Business Tax Law
MLC309 Employment Law
MLC310 Sport and the Law
MLL344 Chinese Commercial Law
MLL378 Banking Law and Securities
MLL382 Indian Law
MLL388 International Financial Crime
MLL343 Business Ethics

eBusiness

Career opportunities
You may work as a consultant or in ‘hands-on’ eBusiness operations, in policy or accounting roles, or in supply chain management within manufacturing, wholesale or retail industries.

Course structure
Level 1
MSC120 Business Information Systems

Level 2
Select 2 credit points of units from:
MSC220 Small Business Systems
MSC244 Business on the Internet
MSC245 eSystems for Business
MSC273 Business Intelligence

Level 3
Select 3 credit points of units from:
MLL370 Law and the Internet
MSC347 Information Systems Management
MSC348 Information Systems and Global Issues
MSC349 Business Strategies for the Internet
MSC350 Information Security and Risk Management
MSC388 Strategic Supply Chain Management

Economics

Professional recognition
Graduates are eligible for membership of the Economics Society of Australia. Professional recognition by the Australasian Institute of Banking and Finance is also available.

Career opportunities
An economics major sequence can provide the background for many versatile careers in industry and finance in roles such as an analyst, forecaster, researcher and manager. In government, you may work as a policy researcher and administrator, and in education. Employment is also found in the fields of finance, banking, marketing, public administration, government, manufacturing, retail trade, agriculture, mining, community organisations or construction.

Course structure
Level 1
MAE101 Economic Principles
MAE102 The Global Economy

Level 2
MAE201 Competition and Industry
MAE202 National Economic Policy

Level 3
MAE356 Analytical Methods in Economics and Finance
Plus one unit from:
MAE301 Microeconomic Theory and Policy
MAE302 Macroeconomics of Open Economies
MAE303 International Trade
MAE304 Labour Economics
MAE306 Applied Econometrics for Economics and Finance
MAE322 The Economics of the Environment

Finance

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

Course structure
Level 1
MAF101 Fundamentals of Finance

Level 2
MAF202 Money and Capital Markets
MAF203 Business Finance

Level 3
MAE356 Analytical Methods in Economics and Finance
Plus either 1 or 2 credit points of units from:
MAF302 Corporate Finance
MAF307 Equities and Investment Analysis
Depending on the choice above, plus one unit from:
MAF303 Treasury Management
MAF305 Bank Management
MAF306 International Finance and Investment
MAF308 Derivative Securities
MAF384 Financial Modelling

Deakin allows you to take your studies further by undertaking honours. Studying honours will not only help you stand out in the marketplace but it can also be a pathway to a research degree, such as a PhD or masters.
Financial planning

Professional recognition
Graduates of this course are eligible to join the Financial Planning Association (FPA).

Career opportunities
Majoring in financial planning will allow you to become a financial planner. Financial planners have the necessary breadth and depth of financial skills and knowledge to assist individuals in achieving their financial objectives. Financial planners are innovative and lateral in their thinking, they are up to date with the latest changes and they are committed to providing sound, independent and ethical advice.

Course structure
Level 1
MAF101 Fundamentals of Finance

Level 2
MAF202 Money and Capital Markets
MAF255 Financial Planning

Level 3
MAF311 Superannuation Planning
MAF312 Advanced Financial Planning

Plus one unit from:
MAF307 Equities and Investment Analysis
MLC301 Principles of Income Tax Law

* Bachelor of Commerce (M300) is the recommended pathway to qualify for membership of professional organisations.

Health informatics

Career opportunities
You may find employment as a data/information manager, project manager, systems analyst, programmer or administrator in a health care setting.

Course structure
Level 1
HBS108 Health Information and Data
MSC120 Business Information Systems

Level 2
MSC220 Small Business Systems
MSC273 Business Intelligence

Level 3
MSC304 Health Informatics

Plus one unit from:
MSC348 Information Systems and Global Issues
MSC350 Information Security and Risk Management
MSC388 Strategic Supply Chain Management

^ You will be required to undertake one unit in off-campus or online mode.

Human resource management

Professional recognition
Graduates of this course can satisfy the educational requirements for professional membership of the Australian Human Resource Institute (AHRI).

Career opportunities
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.

Course structure
Level 1
MMM132 Management

Level 2
MMH230 Strategic Human Resource Management
MMH232 Human Resource Development

Level 3
Select one unit from:
MMH349 Industrial Relations
MMH352 International and Comparative Human Resource Management

Plus 2 credit points of units not previously studied from:
MLC309 Employment Law
MMH349 Industrial Relations
MMH350 Skills Workshop in Counselling and Negotiation
MMH352 International and Comparative Human Resource Management
MMH356 Change Management
MMM240 Organisational Behaviour
MMM343 Business Ethics

^ You will be required to undertake one unit in off-campus or online mode.

Interactive marketing

Career opportunities
Careers in this field include marketing communication roles, online marketing strategist, web designer, market research analyst and marketing manager.

Course structure
Level 1
MSC120 Business Information Systems

Level 2
MMK277 Marketing Management
MSC244 Business on the Internet

Level 3
MMK332 Direct and Digital Marketing
MMK393 Integrated Marketing Communications
MSC349 Business Strategies for the Internet

^ You will be required to undertake one unit in off-campus or online mode.
International business

Career opportunities
Opportunities exist working with economic or management consultancies, financial institutions, government bodies, industry associations and major corporations.

Course structure

Level 1
MAE102 The Global Economy

Level 2
MM282 International Business

Level 3
MAE314 Economic Strategy for Business

Plus one unit from:
MAE207 International Welfare Economics
MSC244 Business on the Internet

Plus 2 credit points of units from:
MAA302 Strategic Management Accounting
MAA363 Corporate Accounting
MAE304 Labour Economics
MAE305 Business and Financial Forecasting
MAE317 International Business Economics
ML336 International Commercial Law
MMH352 International and Comparative Human Resource Management
MK358 International Marketing
MM306 Global Strategy and International Management
MM385 Business in Asia
MSC348 Information Systems and Global Issues

International management

Career opportunities
This new major sequence responds to the ever-increasing complexities of international business in a dynamic and highly integrated world business environment. It focuses on international managerial issues and the impact these global forces have on domestic business. International management prepared graduates for challenges facing modern managers in a vibrant global environment.

Course structure

Level 1
MMM132 Management

Level 2
MM282 International Business

Level 3
MM306 Global Strategy and International Management
MM385 Business in Asia

Plus one unit from:
MH230 Strategic Human Resource Management
MM262 Understanding Organisations

Plus one unit from:
MH352 International and Comparative Human Resource Management
MK358 International Marketing
MK343 Business Ethics
MK365 Strategic Management

^ You will be required to undertake one unit in off-campus or online mode.

International trade and economic policy

Career opportunities
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.

Course structure

Level 1
MAE101 Economic Principles
MAE102 The Global Economy

Level 2
Select 2 credit points of units from:
MAE201 Competition and Industry
MAE202 National Economic Policy
MAE207 International Welfare Economics

Level 3
Select at least one unit from:
MAE302 Macroeconomics of Open Economies
MAE303 International Trade

Depending on the choice above, plus one unit from:
MAE305 Business and Financial Forecasting
MAE306 Applied Econometrics for Economics and Finance
MAE314 Economic Strategy for Business
MAE322 The Economics of the Environment
MAE356 Analytical Methods in Economics and Finance

^ You will be required to undertake one unit in off-campus or online mode.

Management

Professional recognition
Graduates may be eligible for affiliate status membership of the Australian Institute of Management (AIM).

Career opportunities
You may find employment in management positions in the private and public sectors, operations or strategic management.

Course structure

Level 1
MMM132 Management

Level 2
MM240 Organisational Behaviour
MM262 Understanding Organisations

Level 3
MM365 Strategic Management

Plus 2 credit points of units from:
MH349 Industrial Relations
MH356 Change Management
MM282 International Business
MM306 Global Strategy and International Management
MM343 Business Ethics
MM367 Operations and Quality Management
MK385 Business in Asia

Continued on next page ...
Courses

Marketing

Professional recognition
Professional recognition by the Australian Marketing Institute and the Market Research Society of Australia is available.

Career opportunities
Career options include working in advertising, brand/product management, customer relations management, event management, marketing research, public relations, retailing, web design and sales management.

Course structure
Level 2
MMK265 Marketing Research
MMK266 Consumer Behaviour
MMK277 Marketing Management

Level 3
MMK325 Strategic Marketing

Plus 2 credit points of units from:
MMK332 Direct and Digital Marketing
MMK351 Services Marketing
MMK358 International Marketing
MMK368 Business Marketing
MMK380 Brand Management
MMK393 Integrated Marketing Communications
MMS308 Sport Marketing

^ You will be required to undertake one unit in off-campus or online mode.

Supplemental recognition
Professional recognition by the Australian Marketing Institute and the Market Research Society of Australia is available.

Career opportunities
Opportunities exist in a range of industries such as retail, transportation, manufacturing, and many more. You may find employment as a warehouse manager, supply chain manager, purchasing manager, transportation manager, operations manager, eBusiness manager, electronic trading manager, order fulfilment manager, strategic sourcing manager, logistics manager or manager of procurement.

Course structure
Level 1
MMM132 Management
MSC120 Business Information Systems

Level 2
MSC245 eSystems for Business

Level 3
MSC388 Strategic Supply Chain Management

Plus one unit from:
MMM282 International Business
MSC228 Information Systems Analysis and Design
MSC273 Business Intelligence

^ You will be required to undertake one unit in off-campus or online mode.

Professional practice

Career opportunities
Majoring in professional practice will enhance your practical experience in preparation for a business career in your chosen discipline area.

Course structure
Level 2
MMH299 Business Communication
MSC201 Professional Practice

Level 3
MMIM301 Business Internship 1
MMIM302 Business Internship 2

Plus one unit from:
MAIM350 Ethics and Financial Services
MMIM343 Business Ethics
MSC348 Information Systems and Global Issues
plus one elective unit from the Faculty of Business and Law at level 2

Technology management

Career opportunities
You may find work as a business manager or a member of an information systems management team within an organisation.

Course structure
Level 1
MSC120 Business Information Systems

Level 2
MMH230 Strategic Human Resource Management
MMM240 Organisational Behaviour

Level 3
MSC347 Information Systems Management
SEB323 The Professional Environment for Engineers and Scientists
SEB324 Project Management

^ You will be required to undertake one unit in off-campus or online mode.

Quantitative business analysis

Career opportunities
You may find work as a business analyst, business researcher, data analyst, economist, intelligence analyst, portfolio analyst, risk manager or workforce planner.

Course structure
Level 1
MSQ171 Business Data Analysis

Level 3
MAE306 Applied Econometrics for Economics and Finance
MAE356 Analytical Methods in Economics and Finance

Select 2 credit points of units from:
MAE201 Competition and Industry
MAF203 Business Finance
MMK265 Marketing Research
MSC273 Business Intelligence

Plus one unit from:
MAE301 Microeconomic Theory and Policy
MAE305 Business and Financial Forecasting
MAF308 Derivative Securities
MAF384 Financial Modelling
MMM367 Operations and Quality Management

^ You will be required to undertake one unit in off-campus or online mode.

Supply chain management

Career opportunities
You may find work as a business analyst, business researcher, data analyst, economist, intelligence analyst, portfolio analyst, risk manager or workforce planner.

Course structure
Level 1
MMM132 Management
MSC120 Business Information Systems

Level 2
MSC245 eSystems for Business

Level 3
MSC388 Strategic Supply Chain Management

Plus one unit from:
MMM282 International Business
MSC228 Information Systems Analysis and Design
MSC273 Business Intelligence

^ You will be required to undertake one unit in off-campus or online mode.

Technology management

Career opportunities
You may find work as a business manager or a member of an information systems management team within an organisation.

Course structure
Level 1
MSC120 Business Information Systems

Level 2
MMH230 Strategic Human Resource Management
MMM240 Organisational Behaviour

Level 3
MSC347 Information Systems Management
SEB323 The Professional Environment for Engineers and Scientists
SEB324 Project Management

^ You will be required to undertake one unit in off-campus or online mode.

Quantitative business analysis

Career opportunities
You may find work as a business analyst, business researcher, data analyst, economist, intelligence analyst, portfolio analyst, risk manager or workforce planner.

Course structure
Level 1
MSQ171 Business Data Analysis

Level 3
MAE306 Applied Econometrics for Economics and Finance
MAE356 Analytical Methods in Economics and Finance

Select 2 credit points of units from:
MAE201 Competition and Industry
MAF203 Business Finance
MMK265 Marketing Research
MSC273 Business Intelligence

Plus one unit from:
MAE301 Microeconomic Theory and Policy
MAE305 Business and Financial Forecasting
MAF308 Derivative Securities
MAF384 Financial Modelling
MMM367 Operations and Quality Management

^ You will be required to undertake one unit in off-campus or online mode.

Supply chain management

Career opportunities
You may find work as a business analyst, business researcher, data analyst, economist, intelligence analyst, portfolio analyst, risk manager or workforce planner.

Course structure
Level 1
MMM132 Management
MSC120 Business Information Systems

Level 2
MSC245 eSystems for Business

Level 3
MSC388 Strategic Supply Chain Management

Plus one unit from:
MMM282 International Business
MSC228 Information Systems Analysis and Design
MSC273 Business Intelligence

^ You will be required to undertake one unit in off-campus or online mode.

Technology management

Career opportunities
You may find work as a business manager or a member of an information systems management team within an organisation.

Course structure
Level 1
MSC120 Business Information Systems

Level 2
MMH230 Strategic Human Resource Management
MMM240 Organisational Behaviour

Level 3
MSC347 Information Systems Management
SEB323 The Professional Environment for Engineers and Scientists
SEB324 Project Management

^ You will be required to undertake one unit in off-campus or online mode.

Quantitative business analysis

Career opportunities
You may find work as a business analyst, business researcher, data analyst, economist, intelligence analyst, portfolio analyst, risk manager or workforce planner.

Course structure
Level 1
MSQ171 Business Data Analysis

Level 3
MAE306 Applied Econometrics for Economics and Finance
MAE356 Analytical Methods in Economics and Finance

Select 2 credit points of units from:
MAE201 Competition and Industry
MAF203 Business Finance
MMK265 Marketing Research
MSC273 Business Intelligence

Plus one unit from:
MAE301 Microeconomic Theory and Policy
MAE305 Business and Financial Forecasting
MAF308 Derivative Securities
MAF384 Financial Modelling
MMM367 Operations and Quality Management

^ You will be required to undertake one unit in off-campus or online mode.

Supply chain management

Career opportunities
You may find work as a business analyst, business researcher, data analyst, economist, intelligence analyst, portfolio analyst, risk manager or workforce planner.

Course structure
Level 1
MMM132 Management
MSC120 Business Information Systems

Level 2
MSC245 eSystems for Business

Level 3
MSC388 Strategic Supply Chain Management

Plus one unit from:
MMM282 International Business
MSC228 Information Systems Analysis and Design
MSC273 Business Intelligence

^ You will be required to undertake one unit in off-campus or online mode.

Technology management

Career opportunities
You may find work as a business manager or a member of an information systems management team within an organisation.

Course structure
Level 1
MSC120 Business Information Systems

Level 2
MMH230 Strategic Human Resource Management
MMM240 Organisational Behaviour

Level 3
MSC347 Information Systems Management
SEB323 The Professional Environment for Engineers and Scientists
SEB324 Project Management

^ You will be required to undertake one unit in off-campus or online mode.

Quantitative business analysis

Career opportunities
You may find work as a business analyst, business researcher, data analyst, economist, intelligence analyst, portfolio analyst, risk manager or workforce planner.

Course structure
Level 1
MSQ171 Business Data Analysis

Level 3
MAE306 Applied Econometrics for Economics and Finance
MAE356 Analytical Methods in Economics and Finance

Select 2 credit points of units from:
MAE201 Competition and Industry
MAF203 Business Finance
MMK265 Marketing Research
MSC273 Business Intelligence

Plus one unit from:
MAE301 Microeconomic Theory and Policy
MAE305 Business and Financial Forecasting
MAF308 Derivative Securities
MAF384 Financial Modelling
MMM367 Operations and Quality Management

^ You will be required to undertake one unit in off-campus or online mode.
**Bachelor of Commerce – Dean’s Scholars Program**

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<th>VTAC code</th>
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**Year 12 prerequisites**

VCE units 3 and 4 – a study score of at least 35 in English (ESL) or 30 in any other English.

The Dean’s Scholars Program provides scholarships for a small number of the most capable and highly motivated students enrolled in the Bachelor of Commerce at Deakin’s Melbourne Burwood Campus. If you are admitted to the Dean’s Scholars Program you will be able to take full advantage of the flexible and broadly-based business degree. You will be provided with an academic mentor and have the opportunity to accelerate your program and prepare for advanced/honours studies. The scholarship may be extended if you enrol in the Bachelor of Commerce (Honours).

**Course structure**

You must complete 24 credit points of study including 10 core units and at least one commerce major sequence. An Honours program of a further 8 credit points is also available.

For details of course structure, please refer to page 11 or visit deakin.edu.au.

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**Bachelor of Management**

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**Year 12 prerequisites**

VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English.

**Non-Year 12 requirements**

VTAC Pi form.

The Bachelor of Management is designed to provide contemporary management knowledge and skills to students who aim to work in a management role. You will learn essential skills such as critical thinking, interpreting data, communication, leadership and teamwork. This is a business degree for students who can see themselves leading and managing staff within an organisation.

A wide range of specialist major sequences are available from within the Faculty of Business and Law, however you can also select a major sequence from another Faculty such as psychology, public relations, journalism or many others (subject to satisfying entry requirements).

An honours year is available upon completion of this degree.

**Career opportunities**

This degree offers career opportunities in a wide variety of business arenas domestically and internationally, including business analyst, customer relations manager, market researcher, training and development officer, event manager, business security consultant, or internet administrator.

**Course structure**

You must complete 24 credit points of study, of which 16 must be Business and Law course-grouped units, including a core business management stream made up of 8 credit points. To complete the 16 Business and Law course-grouped units, you may choose to complete an 8-credit-point general studies stream from a specified list or a major sequence.

**Core business management stream**

**Level 1**

- MMM132 Management

**Level 2**

- MMH299 Business Communication
- MMK277 Marketing Management
- MMD240 Organisational Behaviour
- MM262 Understanding Organisations

**Level 3**

- MMM365 Strategic Management

Plus 2 credit points of units from:

- MMH349 Industrial Relations
- MM301 Business Internship 1
- MMD822 International Business
- MMD343 Business Ethics
- MMM385 Business in Asia

- Continued on next page ...

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enquire@deakin.edu.au  
17.
Courses

General studies stream
Level 1
ALC101 Contemporary Communication: Making Sense of Text, Image and Meaning
ALC102 Contemporary Communication: Making Sense of New Media
MLC120 Business Information Systems

Level 2
MMH230 Strategic Human Resource Management
MSC244 Business on the Internet

Plus one unit from:
MAE101 Economic Principles
MAE102 The Global Economy

Plus one unit from:
MAA103 Accounting for Decision Making
MAF101 Fundamentals of Finance
MSQ171 Business Data Analysis

^ Or other undergraduate units approved by the Course Team Chair.

Elective units
The remaining 8 credit points may be selected in one major sequence as listed below, or you may choose any units from the range of major sequences, including the following general elective units.

MLL382 Indian Law
MME101 Business Academic Skills
MM233 Business and the Environment
MM241 Foundations of Entrepreneurship
MSC201 Professional Practice
SHD201 Creating Sustainable Futures
SHD301 Creating Sustainable Futures

Major sequences
You may complete one major sequence of 6 credit points from the list below.

» Accounting: § F §
» Accounting information systems: § § §
» Business security management: § F §
» Commercial law: § § §
» Economics: § § §
» Finance: § F §
» Financial planning: § F §
» Health informatics: § § §
» Human resource management: § § §
» International relations: § § §
» International trade and economic policy: § § §
» Journalism: § § §
» Marketing: § § §
» Media and communication: § § §
» Politics and policy studies: § § §
» Professional practice: § § §
» Property and real estate: § §
» Supply chain management: § § §

^ You will be required to undertake one unit in off-campus or online mode.

Refer to the Bachelor of Commerce (M300) course description on page 11 for details of major sequences and units available. Other major sequence structures are 8 credit point sequences and are listed below.

International relations § § §

Career opportunities
Graduates may find employment in government, military, multinational corporations, law, journalism and education.

Course structure
Level 1
AIR108 International Relations
AIR120 Australia and the World

Level 2
Select at least 6 credit points of study from the following ensuring at least 2 credit points are undertaken at level 2 and 2 credit points at level 3:
AIE255 Middle East Politics
AIR205 The Rise of China
AIR225 Global Environmental Politics
AIR234 Order and Justice in World Politics
AIR236 Global Capitalism and its Discontent
AIR243 International Relations of the Asia-Pacific
AIR244 Conflict, Security and Terrorism
AIR245 American Foreign Policy

Level 3
AIR342 Theories of International Relations
AIR347 Crises and Risk in International Relations

STUDENT SNAPSHOT

Rachel Powell
Bachelor of Management
Melbourne Burwood Campus

‘I chose to study at Deakin University because of the vibe I got as soon as I entered the campus. Deakin just fitted my personality, with its great atmosphere and first rate facilities. Deakin is full of friendly people and staff, which makes coming to university so much more enjoyable.

My course is not just teaching me theory; it’s also teaching me by practically applying theory into real life, for example through the internship program.

I’m hoping to get into the human resource field, and specialise in human resource development, or to get into the law and regulations aspects of marketing and employment.’

Check out our Undergraduate eBrochure, available from deakin.edu.au/ebrochure/undergrad, the Apple App Store and Google play.
Journalism

Career opportunities
Journalism at Deakin is widely recognised and respected, with graduates experiencing high levels of employment in national and international broadcast and print areas.

Course structure
Level 1
ALJ111 Contemporary Journalism
ALJ112 Comparative Journalism Studies

Level 2
ALJ216 Research for Writers
ALJ217 Editing and Design
ALR207 Media Relations*

Level 3
ALJ301 Multimedia Journalism
ALJ313 Media Law and Ethics
ALJ318 Broadcast Journalism (Radio)
ALJ319 Broadcast Journalism (Television)
ALJ321 Journalism Internship
ALJ322 Journalism Internship B

* ALR207 is only counted towards the journalism major sequence for students enrolled on campus at Warrnambool.

To complete the journalism major sequence, students enrolled on campus at Warrnambool must select one off campus unit from ALJ301, ALJ318 or ALJ319.

Media and communication

Career opportunities
Media and communication studies at Deakin will provide you with the experience required for professional roles such as journalists, non-government organisation professionals, photographers, public relations consultants, animation and digital culture employees, culture industries employees such as heritage officers, development professionals and those seeking research and analysis positions in the global media industries.

Course structure
Level 1
ALC101 Contemporary Communication: Making Sense of Text, Image and Meaning
ALC102 Contemporary Communication: Making Sense of New Media

Plus 6 credit points of study, including at least 2 credit points at level 3 from the following:

Levels 2 and 3
AAM219 Contemporary Australian Cinema
AAM220 Cinemas and Cultures
ACT203/ACT303 Art and the Politics of Censorship
ALC208 Researching Media: Texts, Audiences and Industries
ALC209 Representing Men and Masculinities
ALC215 Globalisation and the Media
ALC216 Understanding Media and Communication
ALC217 Media and Communication Internship
ALC218 Advertising: Designing Desires
ALC219 Ethical Communication and Citizenship
ALC246/ASC346 Sociology of the Media and Popular Culture

Politics and policy studies

Career opportunities
Graduates can find careers in business, government, research, consulting, law, journalism and education.

Course structure
Level 1
AIP107 Contemporary Australian Politics
AIP116 Modern Political Ideologies

Levels 2 and 3
Select 6 credit points of study, including at least 2 credit points at level 2 and at least 2 credit points at level 3 from the following:
AIE255 Middle East Politics
AIP203 Politics in India
AIP204 Politics and the Media
AIP205 Democracy and Citizenship
AIP206 Democratisation: Comparative Studies
AIP230 Public Policy in Australia
AIP246 European Union: Regional and Global Powerhouse
AIP307 Comparative Politics
AIP345 Policy Internship
AIP398 Political Leadership
AIR205 The Rise of China

Property and real estate*

Career opportunities
You may find employment as a property developer, private or government valuer, property adviser, market research analyst, property sales and acquisitions, financier, sustainability consultant, funds manager, property and asset manager, leasing agent and land economist.

Course structure
Level 1
MMP111 Introduction to Property
MMP122 Introduction to Property Development

Level 2
MMP212 Property Investment
MMP221 Property Management

Level 3
MMP311 Advanced Property Valuation
MMP321 Advanced Property Analysis

* 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 or Bachelor of Property and Real Estate/Bachelor of Commerce.

Fiona Campbell
Assurance Partner,
Ernst & Young
Melbourne

‘Ernst & Young is a global leader in assurance, tax, transactions and advisory services. Over the past few years we have become increasingly involved with Deakin University, working in partnership to help students understand all the various programs and opportunities we can offer them both during their tertiary years and beyond. By attending student careers fairs and sponsoring various student societies, we have been able to support Deakin in prepping its students on vital “post-university” skills through career information sessions and presentations on relevant topics such as interview skills, business etiquette and application tips.’
Bachelor of Management/Advanced Diploma of Tourism/Diploma of Tourism

<table>
<thead>
<tr>
<th>Course Details</th>
<th>Deakin code</th>
<th>VTAC code</th>
<th>Indicative first year fee</th>
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<td>Non-Year 12 requirements</td>
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If you are considering enrolling in the concurrent program offered through our TAFE partner, you should seek advice from Deakin on the Bachelor of Management component of the fees and charges, and Box Hill Institute for the advanced diploma and diploma fees and charges.

This course was created in response to demand for high-level management training for the hospitality industry. This course is studied concurrently at Deakin University and Box Hill Institute in Melbourne. TAFE modules focus on practical skills in real work environments, with strong links to industry, while University studies teach core management skills such as critical thinking, interpreting data, communication, leadership and teamwork.

Career opportunities
Careers opportunities include event and conference organisation, local and international tourism planning, development and marketing, as well as working in local and national government departments or local, national and international tourism operations.

Work-Integrated Learning
The course features a work placement program, giving you the opportunity to work with several companies in Australia.

Course structure
You will undertake studies concurrently at Deakin University and Box Hill Institute in years 1 and 2 of the course. You will complete Certificate III and IV in Tourism (level 1), and the Diploma and Advanced Diploma of Tourism at Box Hill Institute (level 2).

In years 2 and 3, you must specialise in the human resource management or marketing major sequence.

Refer to the Bachelor of Commerce (M300) course entry on page 11 for details of major sequences and units available.

Deakin University units
The suggested units to be undertaken at Deakin in years 1, 2 and 3 are listed below:

Core business management stream
Select 8 credit points of study from the following:

Level 1
MMM132 Management

Level 2
MMH299 Business Communication
MMK277 Marketing Management
MMM240 Organisational Behaviour
MMM262 Understanding Organisations

Level 3
MMM365 Strategic Management

Plus 2 credit points of units from:
MMH349 Industrial Relations
MMI301 Business Internship 1
MMM282 International Business
MMM343 Business Ethics
MMM385 Business in Asia

Bachelor of Management/Advanced Diploma of Tourism/Diploma of Sustainability

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<td>Non-Year 12 requirements</td>
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</table>

If you are considering enrolling in the concurrent program offered through our TAFE partner, you should seek advice from Deakin on the Bachelor of Management component of the fees and charges, and The Gordon for the advanced diploma and diploma fees and charges.

Tourism is a growth industry and economic powerhouse. The industry is one of the most dynamic sectors of Victoria’s economy. Sustainable tourism focuses on the promotion of viable, long term sustainable economic practices in the tourism industry.

This new program in sustainable tourism management is delivered concurrently – you will be a Deakin University and The Gordon student at the same time.

You will attend classes at both The Gordon City Campus and Deakin’s Geelong Waterfront Campus to attain your qualifications. The courses will explore issues in management, marketing, ethics and the environment, giving you a firm grounding for a successful career in the tourism industry.

Career opportunities
If you are after a job that is both satisfying and interesting, there are many career outcomes in tourism including tour operations manager, tourism professional, park ranger, adventure tourism manager, research, management or marketing roles, or eco tourism specialist.

Course structure
You will undertake studies concurrently at Deakin University and The Gordon in years 1 and 2 of the course. You will complete a Diploma of Sustainability (level 1) and Advanced Diploma of Tourism (level 2) at The Gordon.

In years 2 and 3, you must specialise in the sustainable tourism management major sequence.

GRADUATE SNAPSHOT

Stephen Mezo
Bachelor of Property and Real Estate, 2012
Melbourne Burwood Campus
Currently: Junior Project Manager, Contract Control Services

When Stephen was researching property and real estate courses, he soon realised that Deakin’s course would provide him with the best opportunity. ‘The course structure suited me and I could do the degree in three years instead of the four that some universities require to complete the same thing,’ Describing the course as ‘very interesting,’ Stephen says he particularly enjoyed the practical components. ‘We did lots of hands-on stuff, a lot of field trips and evaluations.’

During his first year, Stephen began working two to three days a week with Contract Control Services, and he is now employed by the company full time. A decision to major in sustainability has already proved relevant to his workplace. ‘It has been a real help learning about new products in the building game. I can come back to work and tell everyone what’s relevant in the market.’

Current status - Senior Project Manager at Contract Control Services, Melbourne Burwood Campus

When not at work, Stephen enjoys photography. ‘I have a passion for photography and I have won a couple of photography competitions.’

Other interests include travelling and spending time with his friends and family. ‘I love travelling, especially to countries where I can experience different cultures in the same day. I have been to Bali, New Zealand and Indonesia, but the most memorable trip I had was to Bali – I want to go back as soon as I can!’

Check out our Undergraduate eBrochure, available from deakin.edu.au/ebrochure/undergrad, the Apple App Store and Google play.
**Deakin University units**

The suggested units to be undertaken at Deakin in years 1, 2 and 3 are listed below:

**Core business management stream**

Select 8 credit points of study from the following:

- **Level 1**
  - MMM132 Management
- **Level 2**
  - MMH299 Business Communication
  - MMK277 Marketing Management
  - MMM240 Organisational Behaviour
  - MMM262 Understanding Organisations
- **Level 3**
  - MMM365 Strategic Management

  Plus 2 credit points of units from:
  - MMH349 Industrial Relations
  - MMI301 Business Internship 1
  - MMM282 International Business
  - MMM343 Business Ethics
  - MMM385 Business in Asia

**Major sequence**

**Sustainable tourism management**

- **Level 1**
  - MAE101 Economic Principles
- **Level 2**
  - ALR276 Ethical Communication and Citizenship
  - MMM282 International Business
- **Level 3**
  - MAE322 The Economics of the Environment
  - MMM343 Business Ethics

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**Bachelor of Property and Real Estate**

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**Year 12 prerequisites**: VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English.

**Non-Year 12 requirements**: VTAC Pi form.

The Bachelor of Property and Real Estate is Victoria’s only three-year property course which meets the academic requirements for Certified Practising Valuer (CPV) status. Designed in close consultation with employers and industry bodies, the course provides knowledge and skills in property development, property valuation, market analysis and property economics. Graduates will be prepared for a career in global property and real estate industries.

An honours year is available upon completion of this degree.

**Professional recognition**

The course has received professional accreditation by the Australian Property Institute and the Royal Institution of Chartered Surveyors. Graduates will be eligible for registration as a Certified Practising Valuer.

**Career opportunities**

You may find employment as a property developer, private or government valuer, property adviser, market research analyst, property sales and acquisitions, financier, sustainability consultant, funds manager, property and asset manager, leasing agent and land economist. You will be 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.

**Course structure**

You must complete 24 credit points of study including 16 credit points of core units and a 6-credit-point major sequence in management, marketing or sustainability. The remaining credit points can be taken as elective units. All units in the course are also offered in off-campus mode.

**Core units**

- **Level 1**
  - MAA103 Accounting for Decision Making
  - MAE101 Economic Principles
  - MLC101 Business Law
  - MMP111 Introduction to Property
  - MMP112 Sustainable Construction
  - MMP121 Property Law and Practice
  - MMP122 Introduction to Property Development

  plus one elective unit

- **Level 2**
  - MMK277 Marketing Management
  - MMP211 Statutory Valuation
  - MMP212 Property Investment
  - MMP213 Property Economics
  - MMP214 Commercial Property Construction Studies
  - MMP221 Property Management

  plus one elective unit

- **Level 3**
  - MMP311 Advanced Property Valuation
  - MMP321 Advanced Property Analysis

  plus 6 credit points of elective units

[Continued on next page ...]
Courses

Major sequences
Management
Refer to the Bachelor of Commerce (M300) course entry on page 11 for details of this major sequence.

Marketing
Refer to the Bachelor of Commerce (M300) course entry on page 11 for details of this major sequence.

Sustainability
Level 1
SLE121 Environmental Sustainability

Level 2
MMP221 Property Management
MMP222 Advanced Property Development

Level 3
SLE303 Managing Environmental Projects
SLE308 Policy Instruments for Sustainability

Plus one of the following:
SHD201/SHD301 Creating Sustainable Futures
SLE207 Environmental Planning and Impact Assessment

See also
Bachelor of Property and Real Estate/Bachelor of Commerce, page 32.

Bachelor of Sport Development

<table>
<thead>
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<th>Deakin code</th>
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Year 12 prerequisites
VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English.

Non-Year 12 requirements
VTAC Pi form.

The Bachelor of Sport Development focuses on the development of sport (sports systems and planning for participation) and development through sport (building social capital and cohesion in communities through sport). You will receive instruction in three areas of specialisation: sport management and marketing, coaching, and exercise and sport science.

Career opportunities
Graduates are prepared for careers in coaching, sport science, community sport development and the leisure industry.

Course structure
You must complete 24 credit points of study, including 10 credit points of Business and Law units, 10 credit points of Health units and 4 credit points of elective units.

Please note, the Bachelor of Sport Development units are listed in years rather than levels to reflect the order in which units must be completed.

Year 1
HBS107 Understanding Health
HBS109 Human Structure and Function
HSE010 Exercise and Sport Science Laboratory Safety* (0 credit point safety unit)
HSE105 Principles of Sport Coaching
MMK277 Marketing Management
MMM240 Organisational Behaviour
MMS100 Sport Organisation
MMS101 Sport in Society
plus one elective unit starting with HBS/HSE

Year 2
HSE201 Exercise Physiology
HSE204 Motor Learning and Development
HSE205 Advanced Sport Coaching Theory and Practice
MLC310 Sport and the Law
MMH299 Business Communication
MMK393 Integrated Marketing Communications
MMS308 Sport Marketing
plus one Business and Law elective unit

Year 3
HSE301 Principles of Exercise Prescription
HSE302 Exercise Programming
HSE305 Issues in Sport Coaching
HSE321 Sport Coaching and Development Practicum
MMS307 Sport Facility and Event Management
MMS314 Planning for Sport Policy and Development
plus one elective unit starting with HBS/HSE and one Business and Law elective unit

Recommended elective units
HBS108 Health Information and Data
HBS110 Health Behaviour
HPS121 Introduction to Psychology B
HSE102 Functional Human Anatomy
HSE106 Introduction to Sport Coaching Practice
HSE202 Biomechanics
HSE203 Exercise Behaviour
HSE309 Behavioural Aspects of Sport and Exercise

* You must complete this unit prior to undertaking the first laboratory-based unit in this course.

Deakin’s Bachelor of Sport Development attracted Dylan because he knew it would provide him with a broad range of skills. ‘I knew I wanted to do something in sport but I wasn’t sure exactly what,’ he says. ‘I wanted the exercise science side and the personal training experience but I also wanted the business side. I thought this course would open up pathways for me because I would still do things like marketing and sports leadership.’

Dylan now runs the Horsham Amateur Basketball Association Stadium. The practicum he completed at Knox Basketball Stadium proved a great experience and helped him get the job, he says. ‘[The practicum] was the best thing ever because you get to apply the things you learn in the course. I also made some really good contacts there who have helped me in my current job.’
Associate Degree of Arts, Business and Sciences

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<td>A200</td>
<td>VTAC Pi form and an interview.</td>
<td>There are no prerequisite studies for this course.</td>
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</table>

The Associate Degree of Arts, Business and Sciences will help you develop skills in research, written communication, group presentations, critical thinking and learning technologies which increase your chances of success at university. The key advantage of the associate degree is that it provides a supported transition to tertiary study. It allows for entry into a range of target degrees (as approved by Deakin University) offered at the Warrnambool Campus, Geelong Waterfront Campus and Geelong Waurn Ponds Campus, or via off-campus study (through our TAFE partner institutions). Completion of the associate degree will give you 18 months credit towards one of these target degrees.

Career opportunities

The associate degree can open doors to employment in a range of fields including administration, marketing, business, management, banking, finance, community work, health and natural resource management. You also have the option of continuing your studies to complete a bachelors degree which will provide access to a wide range of careers and employment opportunities.

Course structure

To graduate from the Associate Degree of Arts, Business and Sciences, you must complete a minimum of 16 credit points, comprising core units and elective units. If you are studying through a partner TAFE these credit points can also include credits gained through subjects studied as part of your TAFE diploma course.

The core units will focus on the knowledge and skills you need to be a successful university student. They will provide you with an introduction to studying at university from the perspective of three different disciplines or subjects, and ensure that you become a more self-directed learner. They will also provide support for your study in other subject areas, particularly through the development of academic writing, critical thinking and information technology skills.

In addition to the core units, you will select four electives in your first year and eight in your second year, from units offered by the Faculties of Arts and Education, Business and Law, Science and Technology, and Health. Major sequences in arts, business, education, health and science are available.

You will be guided with your subject selection to ensure you choose units that will provide the maximum credit when using the associate degree as a pathway to a bachelors degree or to optimise employment opportunities.

If you study this course through the Warrnambool Campus or Geelong Waurn Ponds Campus you will also have the option to complete a mentored work placement in your final trimester. This is a great way to gain real-life work experience and enhance your employment opportunities.

Core units – for course offered at the Warrnambool and Geelong Waurn Ponds Campuses

**Level 1**

- EAD101 Learning for a Knowledge Society
- EAD102 E-Literacy for Contemporary Learning
- EAD104 Work and the Sustainable Society (2 credit points) plus four elective units from the list below

**Level 2**

Select eight first or second year level units of a target bachelors degree.

Elective units

You may choose from a range of units offered at first and second level from the Warrnambool Campus, Geelong Waurn Ponds Campus (off campus) as listed below, or the Work Placement unit which is recommended for those intending to finish at the end of level 2.

- ACV101 Studio Art: Painting A
- ACV102 Studio Art: Painting B
- AIA104 Australian Identities: Indigenous and Multicultural
- AIA105 Visions of Australians – Time and Space From 1700 to 2010
- ALC101 Contemporary Communication: Making Sense of Text, Image and Meaning
- ALC102 Contemporary Communication: Making Sense of New Media
- ALW117 Writing for Professional Practice
- ASC101 Introduction to Sociology A
- ASC102 Introduction to Sociology B
- EAD103 Independent Study (recommended)
- EAD105 Applied Community Project (recommended)
- HBS107 Understanding Health
- HBS108 Health Information and Data
- HBS110 Health Behaviour
- MAA103 Accounting for Decision Making
- MAE102 The Global Economy
- MM1132 Management
- MSC120 Business Information Systems
- SIT106 Fundamental Concepts of Mathematics
- SLE102 The Physical Environment
- SLE103 Ecology and the Environment

Work placement unit

- EAD201 Work Placement (2 credit points)
  - As part of the Deakin at Your Doorstep initiative, this course is offered at the Warrnambool Campus, Geelong Waurn Ponds Campus and through the University's TAFE partners in Bairnsdale, Dandenong, Mornington Peninsula, Portland, Swan Hill and Wangaratta.

Deakin offers a range of scholarships to support students in their studies. For more information, please visit [deakin.edu.au/scholarships](http://deakin.edu.au/scholarships).
## Bachelor of Arts courses

### Bachelor of Arts/Bachelor of Commerce

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**Year 12 prerequisites:** VCE units 3 and 4 – a study score of at least 30 in English (ESL) or 25 in any other English.

**Non-Year 12 requirements:** VTAC Pi form, academic results and GPA.

This combined course enables you to undertake studies in arts and commerce and to combine major sequences such as politics and policy studies with economics, finance, or public relations with marketing to create a unique qualification.

### Bachelor of Arts – Chinese/Bachelor of Commerce

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**Year 12 prerequisites:** VCE units 3 and 4 – a study score of at least 30 in English (ESL) or 25 in any other English.

**Non-Year 12 requirements:** VTAC Pi form, academic results and GPA.

This combined course offers a joint qualification in commerce and the language of one of the most important trading blocks in the world, to give you a distinctive and sought-after qualification.

### Professional recognition

The Bachelor of Arts/Bachelor of Commerce is the recommended pathway to qualify for membership of professional organisations. The course can lead to accreditation with many professional bodies, such as the Certified Practising Accountant (CPA) Program of CPA Australia, entry into the CA program of the Institute of Chartered Accountants in Australia (ICAA), the Association of Chartered Certified Accountants (ACCA), the Institute of Public Accountants Professional Accounting Program, the Australian Computer Society (ACS), the Economics Society of Australia and the Australian Marketing Institute, providing you meet the specified requirements within the course.

### Career opportunities

Graduates of this course may pursue a career in trade, government and non-government consultancies, business, tourism, diplomatic service and education.

### Course structure

You must complete 32 credit points of study — 16 credit points from the Bachelor of Arts and 16 credit points from the Bachelor of Commerce, including a major sequence from each degree.

### Bachelor of Commerce units

Refer to page 11 for detailed course structure, requirements, major sequences and list of available units for the Bachelor of Commerce.

### Bachelor of Arts major sequences

- Animation
- Anthropology
- Arabic
- Australian studies
- Chinese
- Criminology
- Dance
- Film studies
- History
- Indonesian
- International relations
- Journalism
- Language and culture studies
- Literary studies
- Media and communication
- Middle east studies
- Philosophy
- Photography
- Politics and policy studies
- Public relations
- Social and political thought
- Sociology
- Visual arts

* A full major in Arabic or Chinese is not available at these campuses.
* A full major is not available at this campus.

For more information on these major sequences, please refer to the 2013 Undergraduate Arts, Humanities and Social Sciences Career Booklet.

Experience has shown that employers prefer graduates who have studied combined courses. These graduates are highly regarded for their breadth of knowledge and their unique perspective of the business environment.
Bachelor of Commerce major sequences
Refer to the course entry for the Bachelor of Commerce (D313) on page 11 for details of major sequences and a list of available units for the Bachelor of Commerce.

Chinese major sequence units
Major sequence for beginners

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</thead>
<tbody>
<tr>
<td>AIC381</td>
<td>Chinese 3A</td>
<td></td>
</tr>
<tr>
<td>AIC382</td>
<td>Chinese 3B</td>
<td></td>
</tr>
</tbody>
</table>

Major sequence for intermediate students (non-background speakers who have completed Chinese at Year 12 or equivalent):

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Unit Code</th>
<th>Unit Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIC281</td>
<td>Chinese 2A</td>
<td></td>
</tr>
<tr>
<td>AIC282</td>
<td>Chinese 2B</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Level 2</th>
<th>Unit Code</th>
<th>Unit Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIC381</td>
<td>Chinese 3A (2 credit points)</td>
<td></td>
</tr>
<tr>
<td>AIC382</td>
<td>Chinese 3B (2 credit points)</td>
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</tbody>
</table>

Post-Year 12 students who are not background speakers must complete 2 credit points of study from the following:

<table>
<thead>
<tr>
<th>Level 2</th>
<th>Unit Code</th>
<th>Unit Name</th>
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</thead>
<tbody>
<tr>
<td>AIC287</td>
<td>Intensive Chinese In-Country A (2 credit points)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 3</th>
<th>Unit Code</th>
<th>Unit Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIC385</td>
<td>Chinese for Business Purposes A</td>
<td></td>
</tr>
<tr>
<td>AIC386</td>
<td>Chinese for Business Purposes B</td>
<td></td>
</tr>
<tr>
<td>AIC388</td>
<td>Intensive Chinese In-Country B (2 credit points)</td>
<td></td>
</tr>
</tbody>
</table>

Major sequence for advanced students (those who are background speakers):

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Unit Code</th>
<th>Unit Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIC283</td>
<td>Chinese 2C</td>
<td></td>
</tr>
<tr>
<td>AIC284</td>
<td>Chinese 2D</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Level 2</th>
<th>Unit Code</th>
<th>Unit Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIC383</td>
<td>Chinese 3C (2 credit points)</td>
<td></td>
</tr>
<tr>
<td>AIC384</td>
<td>Chinese 3D (2 credit points)</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 3</th>
<th>Unit Code</th>
<th>Unit Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIC387</td>
<td>Advanced Chinese for Business Purposes C</td>
<td></td>
</tr>
<tr>
<td>AIC389</td>
<td>Advanced Chinese for Business Purposes D</td>
<td></td>
</tr>
<tr>
<td>AIC390</td>
<td>Advanced Intensive Chinese In-Country (2 credit points)</td>
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</tr>
</tbody>
</table>

Bachelor of Arts/Bachelor of Management
Refer to page 24 for a list of Bachelor of Arts major sequences, or refer to the 2013 Undergraduate Arts, Humanities and Social Sciences Career Booklet for more information.

Deakin Commerce Society
The Deakin Commerce Society (DCS) is committed to providing students with the necessary tools required to obtain graduate employment upon completion of their Deakin degree. DCS sees itself as an important intermediary in fostering good relationships with graduate employers and students. DCS offers a range of networking and professional development opportunities throughout the year.
Bachelor of Business Information Systems/
Bachelor of Information Technology

<table>
<thead>
<tr>
<th>Deakin code</th>
<th>VTAC code</th>
<th>Indicative first year fee</th>
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<td>D320</td>
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<tr>
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Year 12 prerequisites
VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English, and a study score of at least 20 in mathematics (any).

Non-Year 12 requirements
VTAC Pi Form.

N/A = Not available or not applicable.
NEW = Will commence in 2013. Data is not yet available.

The course offers a modern and learning-oriented study of information technology and business information systems. It produces graduates with practical and theoretical knowledge in IT with a broadly-based business foundation, an emphasis on information systems knowledge and with the skills to construct and implement software and manage information systems.

Professional recognition
This course is professionally accredited with the Australian Computer Society (ACS).

Career opportunities
In today’s IT job market multiskilling, multi-tasking and cross-skilling are highly valued and graduates of this course are well placed for a successful career in management of IT 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.

Course structure
You must complete 32 credit points of study, including four business information systems core units, seven information technology core units, four commerce core units, four business information systems elective units, three information technology course-grouped elective units, one 6-credit-point information technology major sequence and 4 credit points of elective units from the Faculty of Business and Law.

Business information systems core units
Level 1
MSC120 Business Information Systems
MSC171 Business Data Analysis

Level 2
MSC217 Database Management for Business
MSC228 Information Systems Analysis and Design

Information technology core units
Level 1
SIT101 Safety Induction Program (0 credit point safety unit)
SIT102 Introduction to Programming
SIT104 Introduction to Web Development
SIT105 Critical Thinking and Problem Solving

Level 2
SIT202 Computer Networks
SIT223 Information Technology Professional Skills

Level 3
SIT302 Project
SIT374 Project Management

Commerce core units
Level 1
MLA103 Accounting for Decision Making
MLC101 Business Law
MMM132 Management

Level 2
MMH1299 Business Communication

Business information systems elective units
Select 4 credit points of units including two at level 3:

Level 2
MSC220 Small Business Systems
MSC244 Business on the Internet
MSC245 eSystems for Business
MSC273 Business Intelligence

Level 3
MLL370 Law and the Internet
MMM301 Business Internship 1

MSC302 Business Internship 2
MSC304 Health Informatics
MSC345 Advanced Business Systems Development
MSC347 Information Systems Management
MSC349 Business Strategies for the Internet
MSC350 Information Security and Risk Management
MSC388 Strategic Supply Chain Management

Information technology course-grouped elective units
Select any three School of Information Technology (SIT coded) units.

Other elective units
Select 4 credit points of elective units from the Faculty of Business and Law, 2 credit points of which must be at level 3. The elective units may form a major sequence in accounting information systems, business security management, interactive marketing, professional practice or supply chain management (see the Bachelor of Business Information Systems (M305) course entry on page 10 for details of these major sequences).

Information technology major sequences
- Computer science
- Game development
- Interactive media design
- Mathematical modelling
- Networking
- Security
- Software development

For more information on these major sequences, please refer to the 2013 Undergraduate Information Technology Career Booklet.
The Bachelor of Commerce/Bachelor of Laws combined course allows you to gain a sound understanding of the context in which the law operates in the business world. The Bachelor of Laws emphasises a case study approach and has a strong practical legal skills component. You will also gain comprehensive knowledge of the context in which the law operates in the business world.

Professional recognition
Deakin's law studies satisfy the academic requirements for admission to practise law in Victoria.

Deakin's Bachelor of Commerce can lead to accreditation with many professional bodies, such as the Certified Practicing Accountant (CPA) Program of CPA Australia, the Australian Computer Society (ACS), the Economics Society of Australia and the Australian Marketing Institute, providing you meet the specified requirements within the course.

Career opportunities
This combined course offers unequalled career opportunities. As an alternative to practising as a barrister or solicitor, you may pursue a career in business and management in a wide range of organisations, government services, industrial relations, research, public administration, diplomatic service, legal aid, the media, law reform or teaching in universities. Broad career paths based on the study of selected commerce units enable job prospects ranging from being a professional accountant, IT and systems professional, economist, financial planner, human resources manager, manager, social and economic policy developer, international trade officer and marketing assistant/manager.

Work-Integrated Learning
To satisfy the law component of this course, and be eligible to graduate, you are required to complete the prescribed professional experience and four Practical Legal Skills units.

Professional experience
The practical experience requirements will provide you with an opportunity to enrich your legal education and theoretical knowledge and assist in preparing you for employment in the industry. Your degree is enhanced by the requirement to complete 30 days work placement in a legal environment to gain experience on how the law operates in practice, and to develop professional networks.

Practical Legal Skills
The Practical Legal Skills (PLS) program is unique to Deakin and designed to give you experience in a variety of different dispute resolution methods. The PLS program is a valuable way of developing research and critical thinking skills and the ability to present arguments orally and in writing. Moot, Mediation, Arbitration and Witness Examination are all an embedded part of the program which gives you the opportunity to develop presentation skills and experience presenting in the court room.

Law Clinic
As part of this course, Deakin also offers Law Clinic, a clinical skills unit which involves you working at a community legal centre under the supervision of a legal practitioner. This unit not only gives you credit towards your degree, it also enhances your overall learning experience, providing you with a unique insight into the community legal centre environment.

Course structure
To satisfy the law component of this course, and be eligible to graduate, you are required to complete the prescribed Practical Legal Skills program and professional experience.

STUDENT SNAPSHOT
Christopher Russo
Bachelor of Commerce/Bachelor of Laws
Geelong Waurn Ponds Campus

‘The University's trimester system is great as it has allowed me to complete a five-year course in four years. I have taken this opportunity to scale back the time my course normally takes so I can get into the workforce a lot sooner.

The main appeal of the Bachelor of Commerce/Bachelor of Laws course was that it enabled me to study my desired discipline of law together with a business focus. As I aspire to be a lawyer, I believe having this added business focus will give me the edge.

The course reflects contemporary society, with ever-changing laws and theories behind the changes; it always makes for interesting learning.’
Bachelor of Commerce/Bachelor of Science

Deakin code | VTAC code | Indicative first year fee | ATAR
---|---|---|---
D321 | 14741 (CSP) | $6470 (CSP) | 80.05

Year 12 prerequisites
- VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English.

Non-Year 12 requirements
- VTAC Pi form.

Deakin’s combined course in commerce and science enables you to combine disciplines for a unique qualification. You may combine commerce studies in areas such as accounting, economics, management, business information systems or marketing with a relevant science stream, for example biology, biological chemistry, chemistry, environmental science, mathematical modelling or zoology.

Professional recognition
The Bachelor of Commerce component of this course can lead to accreditation with many professional bodies, such as the Certified Practising Accountant (CPA) Program of CPA Australia, entry into the CA program of the Institute of Chartered Accountants in Australia (ICAA), the Association of Chartered Certified Accountants (ACCA), the Institute of Public Accountants Professional Accounting Program, the Australian Computer Society (ACS), the Economics Society of Australia and the Australian Marketing Institute, providing you meet the specified requirements within the course.

Career opportunities
A combined course offers you the chance to broaden your career opportunities after graduation. The types of opportunities available will depend on the major sequences you take within the course. For information on career outcomes for the Bachelor of Commerce, please see page 11.

As a graduate of Deakin’s Bachelor of Science you may find work in government institutions in roles such as quality assurance, occupational health and safety, research, planning, management or marketing; science-related industries, working in pharmaceutical production or pharmaceutical sales; in biomedical science areas such as research or hospital and laboratory science; quality assurance in analytical and diagnostic laboratories; the food industry in quality control; environment and natural resources, teaching, information technology, mathematics or science journalism to name a few.

Work-Integrated Learning
Many Deakin courses provide the opportunity for students to gain discipline-specific work experience through Work-Integrated Learning programs. These programs are highly sought-after by employers and students alike, as they play a critical role in the development of employability skills and the job readiness of graduates.
Bachelor of Science core units

Level 1
- EES101 Communicating Science
- SLE010 Laboratory and Fieldwork Safety Induction Program (0 credit point safety unit)
- SLE103 Ecology and the Environment
- SLE111 Cells and Genes
- SLE131 Principles of Chemistry

Physics
Select one of:
- SEP101 Engineering Physics
- SEP112 Physics for the Life Sciences

Quantitative skills
Levels 1 and 2 – select one of:
- HPS201 Research Methods in Psychology A
- SIT191 Introduction to Statistics
- SIT194 Introduction to Mathematical Modelling
- SLE251 Research Methods and Data Analysis

Professional Practice
Level 3
Select at least one unit from:
- SLE314 Research Project
- SLE335 Industrial Applications of Science
- SLE352 Community Science Project
- SLE390 Professional Practice in Bioscience
- STP321 Industry-Based Learning – Science
- STP371 Internship – Science

Bachelor of Science major sequences
- Biology
- Environmental science
- Mathematical modelling
- Zoology

For more information on these major sequences, please refer to the 2013 Undergraduate Science Career Booklet.

Bachelor of Engineering/Bachelor of Commerce

<table>
<thead>
<tr>
<th>Deakin code</th>
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<td>D373</td>
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<td>82.15</td>
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</tbody>
</table>

Year 12 prerequisites
- VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English and a study score of at least 20 in mathematical methods (CAS) or specialist mathematics.

Non-Year 12 requirements
- VTAC Pi form and demonstrated mathematical background equivalent to Year 12 level.

Increase your employment opportunities by studying different areas for professional recognition or personal interest in this combined course. You may combine one of the engineering major sequences – civil, electrical and electronics, mechanical or mechatronics and robotics engineering – with a commerce major sequence.

Professional recognition
Deakin’s Bachelor of Engineering is accredited by Engineers Australia, which gives the degree international recognition, allowing graduates to practise as professional engineers in many countries around the world.

Deakin’s Bachelor of Commerce can lead to accreditation with many professional bodies, such as the Certified Practicing Accountant (CPA) Program of CPA Australia, the Australian Computer Society (ACS), the Economics Society of Australia and the Australian Marketing Institute, providing you meet the specified requirements within the course.

Career opportunities
The Bachelor of Engineering/Bachelor of Commerce offers you the chance to broaden your career opportunities. The opportunities available will depend on the major sequences you take within your course. For information on career outcomes for the Bachelor of Commerce, please see page 11.

Deakin’s Bachelor of Engineering is designed to maximise your employment prospects, making you an industry-ready engineer, who is immediately employable, and capable of adapting to an ever changing future.

Depending on your chosen specialisation, career opportunities can be found in civil engineering, electrical and electronics engineering, mechanical engineering, or mechatronic and robotics engineering.

For more information on career outcomes for the Bachelor of Engineering, please refer to the 2013 Undergraduate Engineering Career Booklet.

Work-Integrated Learning
For the Bachelor of Engineering component of this course you must obtain an aggregate of at least 12 weeks of suitable practical experience during your program. Practical experience is normally undertaken during the vacation periods.

Course structure
You must complete 44 credit points of study, which must include specified engineering and commerce core units and a major sequence from each degree.

Bachelor of Commerce major sequences and units
Refer to the Bachelor of Commerce (M300) course entry on page 11 for details of major sequences and units available.

Bachelor of Engineering major sequences
- Civil
- Electrical and electronics
- Mechanical
- Mechatronics and robotics

For more information on these major sequences, please refer to the 2013 Undergraduate Engineering Career Booklet.
Bachelor of Exercise and Sport Science/
Bachelor of Business (Sport Management)

<table>
<thead>
<tr>
<th>Deakin code</th>
<th>VTAC code</th>
<th>Indicative first year fee</th>
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<tr>
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<td>$6800 (CSP)¹</td>
<td>86.95</td>
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</table>

Year 12 prerequisites
VCE units 3 and 4 – a study score of at least 30 in English (ESL) or 25 in any other English.

Non-Year 12 requirements
VTAC Pi form.
Some applicants only: STAT Multiple Choice.

This combined course is designed for students who wish to gain expertise in both exercise and sport science and business (sport management).

The exercise and sport science aspect will equip you with the necessary skills, understanding and attitudes to pursue a professional career in the exercise and sport fields. The core units provide an understanding of the sciences underpinning both competitive sport and recreational physical activity, and the relationship between physical activity and health.

The business (sport management) component provides you with a solid foundation in business studies, and the unique knowledge and specialist skills required by sport managers in Australian organisations, as identified within the industry.

Career opportunities
Graduates from this combined course will be equipped to provide enhanced professional leadership in the field and make a marked impact on the continued development of the Australian sporting industry.

Possible career areas vary from traditional sport, exercise and coaching occupations to well-established sports administration, management, governance and development roles. Growth areas in this sector include sports media, IT, event management, marketing, and international business. Other opportunities include sport science, sport equipment design, and marketing health and physical activity.

Work-Integrated Learning
The Bachelor of Exercise and Sport Science features a minimum 140 hours of practical experience in an exercise and sport science work practicum in third year, so you can start your career before you graduate with hands-on work placement experience.

You have the opportunity to undertake hands-on experience in a variety of sporting, exercise or health environments. These may vary from local, state or national sporting organisations and professional sporting clubs; state and national institutes of sport; as well as health, fitness and rehabilitation providers. The roles can involve coaching, sport science, sports administration, sport management, rehabilitation and fitness. Many graduates have been offered work based on their excellent fieldwork performance.

Course structure
You must complete 32 credit points of study, including 16 credit points of exercise and sport science units and 16 credit points of sport management and business units. The exercise and sport science units are comprised of 14 credit points of core units and 2 credit points of elective units from a specified list.

**Level 1**
HBS107 Understanding Health
HBS109 Human Structure and Function
HBS110 Health Behaviour
HSE102 Functional Human Anatomy
MAA103 Accounting for Decision Making
MMS100 Sport Organisation
MMS101 Sport in Society
MSQ171 Business Data Analysis

**Level 2**
HBS108 Health Information and Data
HSE101 Principles of Exercise and Sport Science
HSE201 Exercise Physiology
HSE202 Biomechanics
MAE101 Economic Principles
MAF101 Fundamentals of Finance
MLC101 Business Law
MML132 Management

**Level 3**
HSE203 Exercise Behaviour
HSE204 Motor Learning and Development
HSE301 Principles of Exercise Prescription
HSE302 Exercise Programming
MMH299 Business Communication
MMK277 Marketing Management
MMS313 Sport Leadership and Governance
MSC120 Business Information Systems

**Level 4**
Trimester 1
HSE311 Applied Sports Science 1
or
HSE312 Exercise and Sports Science Practicum 1* plus one HSE level 2 or 3 elective unit
MLC310 Sport and the Law
MMS307 Sport Facility and Event Management
Trimester 2
HSE312 Exercise and Sports Science Practicum 1 (if not completed in Trimester 1) or
HSE314 Applied Sports Science 2 plus one HSE level 2 or 3 elective unit
MMS306 Sport Practicum
MMS308 Sport Marketing

* HSE312 involves Work-Integrated Learning. Refer to information provided on this page.

**HSE level 2 and 3 elective units**
You may choose any units offered by the University or from the elective units listed below:
HSE208 Integrated Human Physiology
HSE303 Exercise Metabolism
HSE304 Physiology of Sport Performance
HSE309 Behavioural Aspects of Sport and Exercise
HSE311 Applied Sports Science 1
HSE313 Understanding Children’s Physical Activity
HSE314 Applied Sports Science 2
HSE316 Physical Activity and Population Health
HSE320 Exercise in Health and Disease
HSE323 Clinical and Sport Biomechanics

Deakin’s teaching and research staff are experts in their respective fields, with broad international links and connections with industry.

30. Check out our Undergraduate eBrochure, available from deakin.edu.au/ebrochure/undergrad, the Apple App Store and Google play.
Bachelor of International Studies/Bachelor of Commerce

<table>
<thead>
<tr>
<th>Deakin code</th>
<th>VTAC code</th>
<th>Indicative first year fee</th>
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</table>

Year 12 prerequisites: VCE units 3 and 4 – a study score of at least 30 in English (ESL) or 25 in any other English.

Non-Year 12 requirements: VTAC Pi form, academic results and GPA.

* The off-campus mode offering of this course is subject to negotiation with the Course Director. Please contact the Faculty of Arts and Education Student Support office on your campus for further details.

This specialist degree will provide you with the opportunity to combine complementary major sequences in international studies and commerce. The focus is on an international orientation and 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.

This course will develop your understanding of the international forces shaping government, business and community life in contemporary Australia and give you a grounding in business disciplines.

Career opportunities

A combined course such as the Bachelor of International Studies/Bachelor of Commerce offers you the chance to broaden your career opportunities after graduation. The types of opportunities available will depend on the major sequences taken within the course.

The Bachelor of International Studies equips you with the skills and experience relevant to a wide range of positions in the public sector, including communications, defence, diplomacy, education, finance, immigration, businesses with an international orientation, trade and aid, and non-government organisations (NGOs) with regional, national and global links.

For information on career outcomes for the Bachelor of Commerce, see page 11.

International study experience

You have the opportunity to undertake one of the following:

- trimester of study at an overseas university exchange partner
- international internship (AIS330 or AIS331)
- in-country language program (in Chinese, Indonesian or Arabic)
- approved study abroad program
- approved onshore internship with an international organisation (AIS330 only).

AIS330 and AIS331 internship units are normally undertaken in third year (or equivalent) and are subject to completion of specified prerequisite units and special application requirements. Interested students should contact the Faculty of Arts and Education Student Support and Enrolment Enquiries on their campus for more information.

Course structure

You must complete 32 credit points of study – 16 credit points from the Bachelor of International Studies and 16 credit points from Bachelor of Commerce, including at least one major sequence. Of the 16 credit points from the Bachelor of International Studies, you must complete four core units; an approved international study experience; and either a major sequence in international relations and a sub-major selected from a specified list, or a sub-major in international relations and a major sequence selected from a specified list.

Bachelor of Commerce major sequences and units

Refer to page 11 for detailed course structure, requirements, major sequences and list of available units for the Bachelor of Commerce.

Bachelor of International Studies major sequences

- Arabic
- Chinese
- Indonesian
- International relations
- Language and culture studies
- Middle East studies
- Politics and policy studies

* A full major sequence in Arabic or Chinese is not available at nominated campus.

For more information on these major sequences, please refer to the 2013 Undergraduate Arts, Humanities and Social Sciences Career Booklet.

International relations major sequence

Core units

Level 1
AIR108 International Relations
AIR120 Australia and the World

Level 2
Select 6 credit points of study, including at least 2 credit points at level 2 and 2 credit points at level 3 from the following:

- AI255 Middle East Politics
- AIR205 The Rise of China
- AIR225 Global Environmental Politics
- AIR234 Order and Justice in World Politics
- AIR236 Global Capitalism and its Discontent
- AIR243 International Relations of the Asia-Pacific
- AIR244 Conflict, Security and Terrorism
- AIR245 American Foreign Policy

Level 3
AIR342 Theories of International Relations
AIR347 Crises and Risk in International Relations


### Bachelor of Management/Bachelor of Laws

Deakin code VTAC code Indicative first year fee ATAR
D327 15131 (CSP) $8800 (CSP) 84.00

Year 12 prerequisites VCE units 3 and 4 – a study score of at least 35 in English (ESL) or 30 in any other English.

Non-Year 12 requirements See Bachelor of Commerce/Bachelor of Laws on page 27.

The Bachelor of Management/Bachelor of Laws combined course allows you to gain a sound understanding of the context in which the law operates in the business world. The Bachelor of Laws emphasises a case study approach and has a strong practical legal skills component. The Bachelor of Management enables you to acquire and master a solid understanding of the intellectual foundations of the study of management and its main components.

**Professional recognition**
Deakin’s law studies satisfy the academic requirements for admission to practise law in Victoria.

**Career opportunities**
A law degree, especially when combined with another degree such as management, is a qualification that offers unequalled career opportunities. As an alternative to practising as a barrister or solicitor, you may enter many areas of work including business and management roles in a wide range of organisations, government services, and industrial relations. You may find roles in research, public administration, diplomatic service, the media, legal aid, law reform or teaching in universities.

**Work-Integrated Learning**
To satisfy the law component of this course, and be eligible to graduate, you are required to complete the prescribed professional experience and four Practical Legal Skills units.

**Professional experience**
The practical experience requirements will provide you with an opportunity to enrich your legal education and theoretical knowledge and assist in preparing you for employment in the industry. Your degree is enhanced by the requirement to complete 30 days work placement in a legal environment to gain experience on how the law operates in practice, and to develop professional networks.

**Practical Legal Skills**
The Practical Legal Skills (PLS) program is unique to Deakin and designed to give you experience in a variety of different dispute resolution methods. The PLS program is a valuable way of developing research and critical thinking skills and the ability to present arguments orally and in writing. Moot, Mediation, Arbitration and Witness Examination are all an embedded part of the program which gives you the opportunity to develop presentation skills and experience presenting in the court room.

**Law Clinic**
As part of this course, Deakin also offers Law Clinic, a clinical skills unit which involves you working at a community legal centre under the supervision of a legal practitioner. This unit not only gives you credit towards your degree, it also enhances your overall learning experience, providing you with a unique insight into the community legal centre environment.

**Course structure**
You must complete 40 credit points of study, including 16 credit points from the Bachelor of Management and 24 credit points from the Bachelor of Laws.

**Bachelor of Management major sequences and units**
Refer to the Bachelor of Management (M302) course entry on page 17 for major sequences and units available.

**Bachelor of Laws units**
Refer to the Bachelor of Commerce/Bachelor of Laws (D322) course entry on page 27 for units available for the Bachelor of Laws.

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### Bachelor of Property and Real Estate/Bachelor of Commerce

Deakin code VTAC code Indicative first year fee ATAR
D325 14701 (CSP) $8880 (CSP) 88.30

Year 12 prerequisites VCE units 3 and 4 – a study score of at least 25 in English (ESL) or 20 in any other English.

Non-Year 12 requirements VTAC Pi form.

The Bachelor of Property and Real Estate/Bachelor of Commerce (BPRE/BCom), provides you with the opportunity to undertake complementary major sequences in commerce along with studies in property and real estate.

The BCom has a strong public profile and an established reputation with industry and professional bodies, and property and real estate is an established discipline in Australia. Graduates will be highly skilled property professionals with a qualification fully recognised by employers, government and professional organisations. Combining the courses offers practical experience and project work that relates theory with practice, providing a broad business educational experience.

**Professional recognition**
The Bachelor of Property and Real Estate has professional accreditation by the Australian Property Institute and the Royal Institution of Chartered Surveyors. Graduates meet the academic requirements for Certified Practising Valuer (CPV) status.

The Bachelor of Commerce can lead to accreditation with many professional bodies, such as the Certified Practising Accountant (CPA) Program of CPA Australia, entry into the CA Program of the Institute of Chartered Accountants in Australia (ICAA), the Association of Chartered Certified Accountants (ACCA), the Institute of Public Accountants Professional Accounting Program, the Australian Computer Society (ACS), the Economics Society of Australia and the Australian Marketing Institute, provided that specific requirements within the course have been met.

**Career opportunities**
The BPRE/BCom aims to produce graduates prepared for a career in the business world and in the global property and real estate industries. As a graduate of this course you will have an understanding of the legalities, principles and processes required to fill a professional role in this field, and an appreciation of a professional ethic which emphasises responsibility and responsiveness to community needs.

Graduates can find employment in a wide range of property-related positions in both private and government sectors including property developers, valuers, investors, asset managers, property market analysts, property management, leasing agents, funds managers and government advisors.

**Course structure**
You must complete 32 credit points of study including 16 credit points from the Bachelor of Property and Real Estate and 16 credit points from the Bachelor of Commerce.

**Bachelor of Commerce units and major sequences**
Refer to the Bachelor of Commerce (M300) course entry on page 11 for details of major sequences and units available.

**Bachelor of Property and Real Estate units and major sequences**
Refer to the Bachelor of Property and Real Estate (M348) course entry on page 21 for details of major sequences and units available.

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32. Check out our Undergraduate eBrochure, available from deakin.edu.au/ebrochure/undergrad, the Apple App Store and Google play.
Bachelor of Public Health and Health Promotion/Bachelor of Commerce

Deakin code | VTAC code | Indicative first year fee | ATAR
---|---|---|---
D388 | 14251 (CSP) | $8190 (CSP)$1 | 81.35

Year 12 prerequisites
- VCE units 3 and 4 – a study score of at least 30 in English (ESL) or 25 in any other English.

Non-Year 12 requirements
- VCAT Pi form.
- STAT Multiple Choice and a possible interview.

Health is crucial to the wellbeing of individuals and society with numerous career opportunities worldwide for health and community services professionals. Businesses are also recognising the importance of the health of employees and the communities they deal with.

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

Professional recognition
The Bachelor of Commerce component of this course can lead to accreditation with many professional bodies, such as the Certified Practicing Accountant (CPA) Program of CPA Australia, entry into the CA program of the Institute of Chartered Accountants in Australia (ICAA), the National Institute of Accountants (NIA), Professional Accounting Program, the Australian Computer Society (ACS), the Economics Society of Australia and the Australian Marketing Institute, providing you meet the specified requirements within the course.

Career opportunities
As a graduate of the Bachelor of Public Health and Health Promotion/Bachelor of Commerce you may find employment in either of these professional areas and work with groups such as children, adults, the disadvantaged and employees.

Knowledge of business and health issues assists with executive management positions that have policy development, budget and staff management responsibilities.

Work-Integrated Learning
Undertaking a HSH303 Public Health and Health Promotion Practicum unit in the final year of your course enables you to consolidate your skills through realistic field experience, which assists you to be work-ready after graduation.

Course structure
You must complete 32 credit points of study, including 16 credit points from the Bachelor of Public Health and Health Promotion and 16 credit points from the Bachelor of Commerce.

Of the 16 public health and health promotion credit points, 13 are core units in public health and health promotion and three are foundation units offered by the Faculty of Health, which provide you with the opportunity to engage in multidisciplinary learning.

Of the 16 credit points specific to commerce, 10 are core units. The remaining six units are elective units that must be taken from the Faculty of Business and Law to comprise a major sequence and a minimum of 4 credit points at level 3.

Bachelor of Commerce major sequences and units
Refer to the Bachelor of Commerce (M300) course entry on page 11 for details of major sequences and units available.

Bachelor of Public Health and Health Promotion units

**Level 1**
- HBS107 Understanding Health
- HBS108 Health Information and Data
- HBS110 Health Behaviour
- HSH111 Introduction to Public Health and Health Promotion
- Plus four commerce units

**Level 2**
- HSH112 Local and Global Environments for Health
- HSH113 Social Perspectives on Population Health
- HSH208 Professional Practice 1
- HSH212 Professional Practice 2
- Plus four commerce units

**Level 3**
- HSH201 Planning and Evaluation 1
- HSH205 Epidemiology and Biostatistics 1
- HSH216 Epidemiology and Biostatistics 2
- HSH218 Planning and Evaluation 2
- Plus four commerce units

**Level 4**
- HSH302 Politics, Policy and Health
- HSH303 Public Health and Health Promotion Practicum
- HSH313 Contemporary Health Issues
- HSH319 Population Health: a Research Perspective
- Plus four commerce units

1 The indicative first year fee is an approximate indication of the cost of this course in the first year of full-time study for a Commonwealth Supported Place. We can't specify the exact figure, because fees are charged per unit, not per course, so the actual fees may vary depending on what units you choose to study.

The fees quoted in this booklet are for Australian students in 2012, and may change for 2013 and later years. You can find more information about fees on our website at deakin.edu.au. For information on fees for international students, please visit deakin.edu.au/international.

How to apply

Applying to study at Deakin University is easy. Whether you are a current Year 12 student, TAFE graduate, mature-age student, non-school leaver, or international student studying VCE in Australia, you can apply to study a Deakin undergraduate course through the Victorian Tertiary Admissions Centre (VTAC) (unless stated otherwise in the admission guidelines).

When you are applying for a course, make sure you check all of the entry requirements carefully. Most courses have prerequisites and some have additional requirements that you will need to complete to be eligible for selection into that course. For prerequisite and extra requirement information, please visit the VTAC website www.vtac.edu.au.

For more information on how to apply, including special consideration and deferment, check out our Undergraduate eBrochure at deakin.edu.au/ebrochure/undergrad or visit deakin.edu.au/future-students/applications-enrolments.

For the latest information about new courses at Deakin University, please visit deakin.edu.au.
Pathways

Pathway programs provide alternative entry options which take into consideration previous qualifications or your time in the workforce. Deakin has pathway options for a range of applicants including current Year 12 students, International Baccalaureate (IB) students and non-school leavers. Examples for business students include:

**Year 12**
- Apply for university entry via VTAC
  - Enrol in Bachelor of Commerce or Bachelor of Management
    - Receive between one and two years credit transfer (exemptions) from your pathway course into your Deakin course, depending on pathway completed and course chosen.
  - Complete Bachelor of Commerce or Bachelor of Management

**TAFE**
- For example, complete a diploma or advanced diploma in accounting, human resources, marketing or other related business field.
  - Enrol in a single unit
  - Complete a single unit

**Workforce**
- Associate Degree of Arts, Business and Sciences (able to be studied concurrently with a TAFE diploma in accounting or business).
- MIBT Diploma of Commerce or Diploma of Management

**Apply for university entry via VTAC**

**Workforce**
- Associate Degree of Arts, Business and Sciences (able to be studied concurrently with a TAFE diploma in accounting or business).
- MIBT Diploma of Commerce or Diploma of Management

**Career options**
- accountant
- advertising assistant
- business analyst
- eBusiness project manager
- economic analyst
- economic policy developer
- electronic marketing manager
- employee relations officer
- employment and equal opportunity officer
- event operations coordinator
- financial planner
- financial security analyst
- human resource officer
- IS consultant
- marketing consultant
- project manager
- sport facility manager
- sport marketer
- systems analyst and designer
- training and development officer
- web designer

Please note applicants are subject to entry requirements. For more examples of pathways into Deakin University, please visit deakin.edu.au/pathways.

Check out our Undergraduate eBrochure, available from deakin.edu.au/ebrochure/undergrad, the Apple App Store and Google play.
TAFE pathways

If you complete a diploma or advanced diploma at TAFE in a field similar to the Deakin course of your choice, you can then apply for the Deakin course and you may receive credit for your TAFE qualification. In most cases, this will reduce the number of units you need to complete to obtain your Deakin qualification. Plus, upon graduation, you’ll have not one, but two qualifications.

Deakin has formal pathway programs and special credit arrangements with its partner TAFEs (Box Hill Institute in Melbourne, South West TAFE in Warrnambool and The Gordon in Geelong) however all TAFE qualifications are considered for application to Deakin.

If you have completed a diploma or advanced diploma, you may be eligible for up to 12 credit points towards a related Deakin degree. The assessment of credit is based on a number of factors and is determined on an individual basis. To find out what credit you are entitled to, please visit deakin.edu.au/courses/credit.

Melbourne Institute of Business and Technology (MIBT)

Deakin University and the Melbourne Institute of Business and Technology (MIBT) have been in partnership for more than 14 years. MIBT can provide an excellent pathway to Deakin for students who do not meet the admission requirements for Deakin University courses. MIBT is located at Deakin’s Melbourne Burwood Campus and Geelong Waurn Ponds Campus, allowing you the opportunity to gain access to Deakin’s facilities and services and get involved in uni life.

MIBT may provide a direct pathway to second-year study at Deakin in business and management (conditions apply). MIBT diplomas are equivalent to the first year of a Deakin University undergraduate degree. On successful completion of a diploma and meeting University academic entrance criteria, students may be eligible for entry to second year of the relevant Deakin University undergraduate degree.

Deakin’s Associate Degree of Arts, Business and Sciences

The Associate Degree of Arts, Business and Sciences (Deakin at Your Doorstep), is a two-year, full-time (or part-time equivalent), 16-credit point program specifically designed for students who would benefit from a supported entry to tertiary study.

The associate degree course structure provides flexible pathways into tertiary education, and can be used as a guaranteed pathway into a range of Deakin degrees at the Warrnambool Campus, Geelong Waterfront Campus, Geelong Waurn Ponds Campus or off campus. The degree may also be taken as a stand-alone, two-year exit qualification.

Students studying the associate degree at one of our partner TAFE campuses – Advance in Bairnsdale, Chisholm in Dandenong and Rosebud, Sunraysia in Swan Hill, GOTAFE in Wangaratta and South West TAFE in Portland – will study the course concurrently with a diploma qualification.

For more application information, please visit deakin.edu.au/doorstep.

Single unit study (non-award)

You may wish to undertake a single unit of study at Deakin (without being enrolled or accepted into a course). These units are subject to fees and do not lead to a degree, but may be credited towards a degree if you succeed in gaining entry to a course at a later stage.

For more information, please visit deakin.edu.au/future-students/applications-enrolments/applications/single-subject.

Choice of campus

One of the great things about Deakin is that we have four campuses throughout Victoria. Many of our courses are offered at more than one campus and the ATAR required for each campus often differs, but the same high-quality degree is delivered no matter which campus you study at. This provides you with more entry options and enables you to transfer your studies from one campus to another.

Honours

Honours is a fourth year of specialised study, taken after a three-year degree, offering advanced study in your chosen area. An honours year allows you to draw together the theory and practical skills gained in previous undergraduate studies and develop an in-depth knowledge of your particular discipline through research and additional coursework and training in research techniques.

Honours can offer you a competitive edge in the job market along with providing a pathway into a higher degree – many honours students go on to complete a PhD or other advanced qualifications.

For more information on honours degrees, please visit deakin.edu.au/honours.

For more information on pathways into Deakin University, please visit deakin.edu.au/pathways.
Shaun participated in many valuable experiences whilst at university, including joining the Deakin Law Students’ Society and participating in a program where he mentored first year students.

Another Deakin experience Shaun valued highly was the opportunity to head overseas to participate in a moot. In the third year of his course he visited Austria and Hong Kong to compete against students from other parts of the world. ‘We met people from every other country and, when preparing for the moot, we went to a lot of law firms. It gave us a real insight into what it is like to be a lawyer,’ he says.

An internship which Deakin helped organise gave Shaun a position in a law firm for one day per week over two years and, in his final year, he completed two further internships of four weeks each. One of those led to his graduate position with law firm Arnold Bloch Leibler where he will take up a role in the litigation department.
Contact us
P 1300 DEGREE (1300 334 733)
E enquire@deakin.edu.au

deakin.edu.au/buslaw

For the latest information about new courses at Deakin University, please visit deakin.edu.au.

Further reading
» 2013 Undergraduate Course Guide
» 2013 undergraduate career booklets
» Pathways to Deakin
» Parents’ Guide to University
» Off-Campus Course Guide
» Scholarships Guide
» Accommodation Guide

To order copies of these brochures, phone 1300 DEGREE (1300 334 733) or view them online at deakin.edu.au.

Undergraduate eBrochure
Check out our Undergraduate eBrochure, available from deakin.edu.au/ebrochure/undergrad, the Apple App Store and Google play.

Discover Deakin online
You can follow Deakin University through Facebook, Twitter and YouTube.

Connect with other future students and ask current students and staff about life and study at Deakin.
facebook.com/discoverdeakin
twitter.com/discoverdeakin
youtube.com/discoverdeakin

Other useful websites
Future students
dea kin.edu.au/future-students

Subject information
dea kin.edu.au/handbook

Campuses
dea kin.edu.au/campuses
dea kin.edu.au/tour

Clubs and societies
dusa.org.au/pages/clubs

Scholarships
dea kin.edu.au/scholarships

VTAC
www.vtac.edu.au

Important dates 2012

Deakin events
Sunday 12 August
Open Day
Warrnambool Campus

Sunday 19 August
Open Day
Geelong Waurn Ponds Campus
and Geelong Waterfront Campus

Sunday 26 August
Open Day
Melbourne Burwood Campus

Deakin will hold additional events for prospective students and parents. Please visit deakin.edu.au/future-students for updates.

Application dates
Early August*
VTAC applications open

Late September*
Timely VTAC applications close

Mid November*
Late VTAC applications close
(late fee applies)

Mid December*
Very late VTAC applications close
(very late fee applies)

December
Change of Preference

Please check the Deakin University Change of Preference website closer to the date for specific event details, deakin.edu.au/cop.

* Please check dates on the VTAC website www.vtac.edu.au and on the other websites provided.

Careers markets and expos

Melbourne
Thursday 3–Sunday 6 May
The Age VCE Careers Expo

Friday 25–Saturday 26 May
National Careers and Employment Expo

Saturday 16–Sunday 17 June
Reinvent Your Career Expo

Friday 27–Sunday 29 July
Herald Sun Careers Expo

Interstate
Sunday 29–Monday 30 April
Adelaide – Tertiary Studies and Careers Expo

Thursday 13–Sunday 16 May
Perth – Careers, Education and Employment Expo

Thursday 21–Sunday 24 June
Sydney – Western Sydney Careers Expo

Saturday 21–Sunday 22 July
Brisbane – The Tertiary Studies Expo (TSXPO)

Box Hill Institute CRICOS Provider Code: 02411J
Chisholm Institute of TAFE CRICOS Provider Code: 00881F
Gordon Institute of TAFE CRICOS Provider Code: 00011G
Melbourne Institute of Business and Technology (MIBT) CRICOS Provider Code: 01598J
South West Institute of TAFE CRICOS Provider Code: 01575G
Sunraysia Institute of TAFE CRICOS Provider Code: 01985A

Ask us a question: 1300 DEGREE (1300 334 733) facebook.com/discoverdeakin enquire@deakin.edu.au 37.
2012
DEAKIN UNIVERSITY
OPEN DAYS

WARRNAMBOOL CAMPUS

12 AUG

Princes Highway
Warrnambool Victoria

GEELONG WAURN PONDS CAMPUS

19 AUG

Pigdons Road
Waurn Ponds Victoria

GEELONG WATERFRONT CAMPUS

19 AUG

1 Gheringhap Street
Geelong Victoria

MELBOURNE BURWOOD CAMPUS

26 AUG

221 Burwood Highway
Burwood Victoria