



Entry requirements, application *and* fees

Deakin University offers admission to undergraduate courses through a number of admission categories. In all categories of admission, selection is based primarily on academic merit as indicated by an applicant's previous academic record.

For current Year 12 students, the entry requirements are successful completion of the Victorian Certificate of Education or equivalent. Prerequisites are VCE units 3 and 4 with a study score of at least 25 in English (ESL) or 20 in any other English. Those who do not satisfy normal entrance requirements, but can demonstrate relevant work or life experience, are of mature-age or who otherwise fall within the categories specific under the Deakin Access and Equity Program are also welcome to apply.

Applications must be made through the Victorian Tertiary Admissions Centre (VTAC). For more information please refer to the VTAC website at www.vtac.edu.au

Fees will be charged directly by each institution. Tuition fees are charged by Box Hill Institute on an annual basis, and tuition fees are charged by Deakin University based on the number of units undertaken in each Trimester of study. For current fee information at each institution, please refer to www.bhtafe.edu.au/Courses/Info/FeesCharges or www.deakin.edu.au/fees

ATAR 61.95*

*ATAR provided is 2010 Clearly-In ENTER for Commonwealth Supported Place and may change in 2011

International students

For international students currently completing Year 12 in Victoria, the entry requirements and application procedures are as listed to the left on this page. International students with Year 12 equivalent qualifications are welcome to apply directly to Deakin International. International students will also be required to demonstrate English language proficiency with an overall band score of 6.0 or better in the International English Language Testing Systems (IELTS) test (Academic module) with no individual band score of less than 6.0 or equivalent. For more information please refer to the Deakin International website at www.deakin.edu.au/international



Further Information

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Centre for Hospitality and Tourism
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The information published in this brochure was correct at the time of printing but Deakin University reserves the right to alter, amend or delete any details.

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DEAKIN
UNIVERSITY AUSTRALIA



Bachelor of **MANAGEMENT** / Advanced Diploma of **TOURISM (MANAGEMENT)**

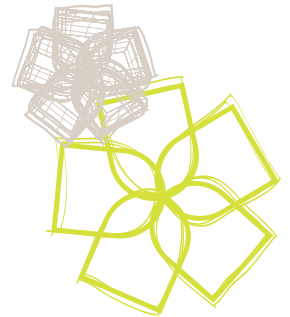
A joint program between

**DEAKIN UNIVERSITY and
BOX HILL INSTITUTE**



The Bachelor of Management and Advanced Diploma of Tourism (Management) course is an innovative program combining TAFE and tertiary studies.

It provides students with the opportunity to complete practical tourism training together with business management studies



Global Educators™



What is special about this joint program of study?

The course is designed to support a range of career choices within the tourism industry and associated fields such as sales and marketing. The Bachelor of Management and Advanced Diploma of Tourism (Management) are studied concurrently at Deakin University and Box Hill Institute over three years.

Students enrolling in the joint program enjoy the benefits of specific cross-crediting and special timetable arrangements, providing the opportunity to complete these two qualifications within three years.

Students will also have access to all facilities and teaching and learning resources at both Deakin University and Box Hill Institute.

Course content

The three year program is structured to allow students to study concurrently at both institutions, completing a Bachelor of Management at Deakin University and an Advanced Diploma of Tourism (Management) at Box Hill Institute. Cross crediting arrangements mean that students are able to be credited for relevant studies at both institutions, allowing completion of the two qualifications within three years of study (rather than the 5 years required for these qualifications if undertaken independently).

While Deakin studies concentrate on core management skills in a business context, the TAFE units ensure students experience a range of vocational training designed to develop 'hands-on' or applied skills in real work environments with strong links to industry.

At second year, tourism students select a major stream of either Marketing or Human Resource Management from Deakin. The Marketing stream focuses on marketing research, consumer behaviour, strategic marketing and business communications. The Human Resource Management stream focuses on industrial relations, organisational behaviour, business communications and comparative human resource management.

Deakin's flexible delivery programs enable students completing this award to study elements of this course in the off-campus mode.

SAMPLE program structure

The sample structure below is intended to demonstrate the type and pattern of study followed by students enrolling in a concurrent program over three years. Subjects may change form year to year.

YEAR ONE	
Trimester 1	Trimester 2
BOX HILL INSTITUTE - DIPLOMA OF TOURISM (OPERATIONS MANAGEMENT)	
Develop and Update Tourism Industry Knowledge	Write Business Documents
Source and Present Information	Research Tourism Data
Communicate on the Telephone	Control Reservations or Operations Using a Computerised System
Work with Colleagues and Customers	Obtain and Manage Sponsorship
Work in a Socially Diverse Environment	Interpret Financial Information
Deal With Conflict Situations	
Implement and Monitor Workplace Health, Safety and Security Practices	
Identify Hazards and Assess and Control Safety Risks	
Access and Interpret Product Information	
Prepare Quotations	
Book and Coordinate Supplier Invoices	
Plan and Implement Sales Activities	
Make Presentations - Sales Presentations to Business	
Sell Tourism Products & Services	
Source and Provide International Destination Information and Advice	
Source and Provide Australian Destination Information and Advice	
Process Financial Transactions	
Coach Others in Job Skills	
DEAKIN UNIVERSITY - BACHELOR OF MANAGEMENT	
None applicable	Management

YEAR TWO	
Trimester 1	Trimester 2
BOX HILL INSTITUTE - ADVANCED DIPLOMA OF TOURISM (MANAGEMENT)	
Manage Finances Within a Budget	Research, Access and Develop Tourism Products
Prepare and Monitor Budgets	Manage Financial Operations
Develop and Implement Operational Plans	Develop and Implement a Business Plan
Source and Package Tourism Products	Manage Business Risk
Develop and Implement Local and Regional Tourism Plan	Participate in Cooperative Online Marketing Initiatives for the Tourism Industry
Manage Quality Customer Service	
Establish and Maintain an OHS System	
Manage Workplace Diversity	
Develop and Update Legal Knowledge Required for Business Compliance	
Establish and Conduct Business Relationships	
DEAKIN UNIVERSITY - BACHELOR OF MANAGEMENT – HUMAN RESOURCE MANAGEMENT MAJOR SEQUENCE	
Marketing Management (online)	Human Resource Development
Organisational Behaviour	
DEAKIN UNIVERSITY - BACHELOR OF MANAGEMENT – MARKETING MAJOR SEQUENCE	
Marketing Management (online)	Marketing Research
Organisational Behaviour	

YEAR THREE	
Trimester 1	Trimester 2
BOX HILL INSTITUTE - ADVANCED DIPLOMA OF TOURISM MANAGEMENT	
None applicable	
DEAKIN UNIVERSITY - BACHELOR OF MANAGEMENT – HUMAN RESOURCE MANAGEMENT MAJOR SEQUENCE	
Core Business Management Elective	Business Communication
Core Business Management Elective	Understanding Organisations
Industrial Relations OR International and Comparative HR Management	Strategic Management
Human Resource Management Elective	Human Resource Management Elective
DEAKIN UNIVERSITY - BACHELOR OF MANAGEMENT – MARKETING MAJOR SEQUENCE	
Core Business Management Elective	Business Communication
Core Business Management Elective	Understanding Organisations
Consumer Behaviour	Strategic Management
Marketing Elective	Strategic Marketing

Study pathways and exit points

Students are able to exit with the following qualifications:

- > *Diploma of Tourism (Operations and Marketing)* – after completion of the initial 18 months full time study
- > *Advanced Diploma of Tourism (Management)* – after the completion of two years full time study
- > *Bachelor of Management* – after completion of three years full time study

Career opportunities

- > Tourism Sales Manager
- > Small Business Operator
- > Tourism Operator
- > Tourism Marketing Manager
- > Event Manager
- > Conference and Convention Manager
- > Human Resources Manager
- > Travel and Tourism Researcher

