

DEAKIN ACCELERATE

Higher education studies for VCE students



Deakin Accelerate

Are you a high-achieving Year 11 student who's looking for an enriched VCE experience and a unique pathway to university life?

Deakin Accelerate is a distinctive VCE higher education program that allows you to study two first-year university subjects during Year 12.

Studying one subject per trimester, this selective program gives you a head-start into university studies and also provides a potential boost to your all-important ATAR score.

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WHAT IS DEAKIN ACCELERATE?

Deakin Accelerate is a rewarding VCE higher education studies' program that's specifically aimed at high-achieving VCE students.

By participating in this program, you'll have the opportunity to undertake two first-year university units whilst completing Year 12.

Studying one unit per trimester[^], you will complete your chosen subjects as a university student at one of Deakin's four campuses or through CloudDeakin, the University's prestigious online learning environment.

[^]A trimester is the way Deakin organises its teaching year. If you're enrolled in Deakin Accelerate, you'll study one unit in Trimester 1 (March-June) and the next in Trimester 2 (July -October).



BENEFITS OF DEAKIN ACCELERATE

Enrolling in Deakin Accelerate means you'll have a head start at the end of your VCE studies. With the opportunity to boost your ATAR, you can make an early start to your university life and polish your resume. It's a standout program, with the potential for life-long study and career awards.

Boost your ATAR

As part of Deakin Accelerate, you'll be eligible to receive an ATAR increase. Provided the two Deakin units are successfully completed, these results contribute to your ATAR as a fifth or sixth study.

In 2017 these increments are:

- 5.0 where a student averages at least 90
- 4.5 where a student averages at least 80 but less than 89
- 4.0 where a student averages at least 70 but less than 79
- 3.5 where a student averages at least 60 but less than 69
- 3.0 where a student averages at least 50 but less than 59

Get a head start on your university degree

If your Deakin Accelerate subjects relate to the Deakin course you enrol in, you'll immediately gain credit, which means you can tick two units off your degree.

And even if your Deakin course is unrelated to your Deakin Accelerate subjects, in many cases you'll still be able to gain credit by using those subjects as electives. This means you can lighten your first-year study load or fast track your degree by enrolling straight into second-year units.

If you enrol at another university you may still be eligible for credit but this is subject to the requirements of the institution and its courses.

Complete university subjects for free

You will not incur any enrolment costs for subjects you study as part of Deakin Accelerate. The only cost you may incur is for a textbook. However, most of your study materials and resources will be available online.

Choose how and when you want to study

Deakin is one of the world's leading universities for the flexible delivery of education and our students are offered the choice to study either on campus, online, or a blend of both.

If you choose to study online, your classes, seminars and assignments will be delivered to you via CloudDeakin – the University's innovative and interactive learning environment. Not only will all your resources be instantly accessible, but you'll also communicate and collaborate with your academics and other students online in real time.





Experience life as a university student

Being part of the Deakin Accelerate program immerses you in university life. Taking higher education studies while still at school, gives you an exceptional opportunity to experience university life ahead of your peers.

This can be an important stepping stone for future academic and career success. Past students tell us the program was deeply rewarding and provided an authentic understanding and experience of university life.

It also means you have an early-bird chance to study with Deakin's world-class academics, meet like-minded peers and begin building your professional networks.

Join Deakin's student association

Deakin University Student Association (DUSA) has many clubs and societies and as a Deakin student you'll be welcome to join many of these and be part of our dynamic student community. It's a great way to immerse yourself in university life and make friends with students who share your interests.

Stand out from the crowd

As a high-achieving student in a rewarding and challenging program, your resume will have a distinctive edge over others. Listing this achievement highlights your commitment to success, differentiates you from your VCE peers, and could potentially help you land a job opportunity over your competitors.

WHAT ARE THE DEAKIN ACCELERATE SUBJECTS?

Deakin offers a selection of VCE higher education subjects that have been approved by the Victorian Curriculum and Assessment Authority (VCAA) to offer to VCE students. These subjects are outlined below.

- Accounting – pending VCAA approval
- Business analytics
- Criminology
- Disability, diversity and inclusion
- Economics
- Health practice and research
- Journalism
- Marketing
- Psychological science



APPLICATION



Who can apply?

The Deakin Accelerate program is for students who are:

- high-achievers with above-average Year 11 results
- self-starters who can work independently
- motivated to achieve a higher ATAR score
- keen to make a head-start on a university degree.

Where can I study?

In most cases, you can choose to study on campus or via CloudDeakin.

Deakin has four campuses – each with its own unique atmosphere and study environment – these are Melbourne Burwood Campus, Geelong Waterfront Campus, Geelong Warrn Ponds Campus and Warrnambool.

You can also study fully online through CloudDeakin – the University’s premium learning experience which optimises cutting-edge technologies supplemented by a broad range of media-rich, 24/7 accessible study resources.

Accessed via your desktop, tablet or mobile device, CloudDeakin enlivens your study experience and provides you with online lectures, study materials, resources and virtual classrooms where you can



interact with lecturers and other students.

By applying, do I gain automatic entry?

Because the Deakin Accelerate program is a high demand, exclusive opportunity, places in the program are limited and automatic entry is not guaranteed.

Deakin selects only the highest-performing VCE students, but we encourage you to submit up to five pages of supplementary information to assist our assessors in their detailed review of all applications.

This supplementary information should provide evidence such as your capacity and motivation to work independently and at a high academic standard, your contribution to your school and/or community, and your reasons for applying for the program.

What if I fail or withdraw from a subject?

If you fail a Deakin Accelerate subject you will not receive the ATAR increment. You must pass both Deakin Accelerate subjects to receive the ATAR increment.





HOW DO I APPLY?*

Step 1

Research

- Are the subjects on offer of interest to you?
- Check you are eligible to apply
- Ensure you are able to obtain all the required documents.

Step 2

Your application

Ensure you apply before the application closing date, 12 December 2016.

- Download the information pack including the application form from deakin.edu.au/accelerate
- Seek approval from your parent or guardian and school
- Your school will be required to provide you with a copy of your VCAA record which you will need to attach to your online application
- Scan the required documents individually
- Submit your application along with the above documents to deakin.edu.au/accelerate.

Step 3

Receive your offer

- You will be notified by 12 January 2017 if you have been accepted into Deakin Accelerate
- Once you have received an offer you need to formally accept it to confirm your place in the program
- To accept your offer you will need to follow the enrolment instructions in your offer email.

REQUIRED DOCUMENTS:

- a high-performing past academic record
- a recommendation from your school to complete the program
- ensure the Parental and School Endorsement Form is complete
- for those units with prerequisite subjects, you must be completing these prerequisites this year, or you may complete them next year concurrently whilst studying the Deakin Accelerate units
- applicants are able to submit up to five pages of additional information to assist the selection committee in making its decision.

Step 4

Start your subjects

- Orientation will take place February 2017
- Trimester 1 2017 will start in early March.



SUBJECTS

Melbourne Burwood Campus **B**
Geelong Waterfront Campus **WF**
Geelong Warrnambool Campus **WP**
Warrnambool Campus **WB**
Cloud Campus **C**

ACCOUNTING – Pending VCAA approval, see deakin.edu.au/accelerate for updated information.

Prerequisites

You will have completed or be concurrently enrolled in VCE Accounting Units 3 and 4.

Trimester 1 **B WB WF C**

MAA103 Accounting for Decision Making

The unit covers the impact of accounting in society; business planning and budgets for management decisions; classification, analysis and summarisation of business transactions; preparation of classified accounting reports; techniques to analyse and interpret financial statements.

Learning outcomes:

- describe the accounting processes and how accounting information can be effectively used for making informed business decisions
- use visual and other technology such as spreadsheets to communicate researched information
- describe and justify the importance and use of cost/volume/profit analysis and budgeting in the context of operating a business
- explain how business transactions are analysed using the 'accounting equation' and how the resulting figures can assist in preparing accounting reports.

Contact hours:

Campus – 1 x 2 hour class, 1 x 1 hour seminar per week

Cloud (online) – learning experiences are via CloudDeakin

Assessment:

Video presentation, written business plan and exam.

Trimester 2 **B C**

MAA261 Financial Accounting

The unit examines the financial accounting 'cycle', from the recording of relevant transactions through to the preparation of financial statements.

Learning outcomes:

- comprehend accounting as a language of business
- understand the nature of the accounting information systems; record transactions in journals and ledgers; incorporate end of the year adjustments; and prepare financial statements of small and medium scale business organisations
- record business transactions and prepare financial statements using accounting software (MYOB) in small and medium scale business organisations
- evaluate financial statements and appreciate the regulation of accounting systems of business organisations
- apply related accounting concepts, assumptions and principles and prepare accounts of businesses in the forms of a 'sole owner' and 'limited liability companies'.

Contact hours:

Campus – 1 x 2 hour class, 1 x 1 hour seminar per week

Cloud (online) – learning experiences are via CloudDeakin

Assessment:

Written evaluation and interpretation of an accounting cycle, case study, examination.

DEAKIN RELATED COURSE/S:

If you go on to study at Deakin you may claim credit for these units as part of the:

- Bachelor of Commerce
- Bachelor of Commerce/Bachelor of Laws
- Bachelor of Commerce/Bachelor of Information Systems
- Bachelor of Property and Real Estate/
Bachelor of Commerce
- Bachelor of Food and Nutrition Science/
Bachelor of Commerce
- Bachelor of Arts/Bachelor of Commerce
- Bachelor of Arts-Chinese/Bachelor of Commerce
- Bachelor of Commerce/Bachelor of Science
- Bachelor of International Studies/Bachelor of Commerce
- Bachelor of Public Health and Health Promotion/
Bachelor of Commerce.



SUBJECTS

BUSINESS ANALYTICS

Prerequisites

Not applicable.

Trimester 1 B C

MIS171 Business Analytics

The digital revolution has changed the practice of business. Data to support business decisions are growing exponentially and becoming increasingly difficult to understand and use.

Business Analytics uses quantitative reasoning skills in business decision making. It helps managers to solve complex business problems, improve business performance, anticipate and plan for change while managing and balancing risks. This unit provides you with the analytical knowledge and skills to explore data to find patterns and relationships in data; assess uncertainty and risk of business decisions; evaluate decisions, and forecast and predict trends.

Learning outcomes:

- explain why a data-driven/fact-based approach to solving business problem is important
- apply quantitative reasoning skills to analyse business performance
- create data-driven/fact-based solutions to complex business scenarios
- use contemporary data analysis tools to analyse business performance.

Contact hours:

Campus – 1 x 2 hour class, 1 x 1.5 hour lab per week
Cloud (online) – learning resources are via CloudDeakin

Assessment:

Two assignments and an exam.

Trimester 2 B WF C

MIS203 Making Sense of Information

Our world is now a world of information. While this makes many things easier, fun or even possible it also causes information overload and distraction. In this unit we look at how we might manage better and use information and connections in business, at work and in everyday life.

The unit begins by considering the changes that the digital world has made to our lives and how we live in a world immersed in information and social media. We then look at how we can search and analyse information and utilise social media for business, learning and collaboration. We learn how information can be used to assist people but also to monitor and manage people at work and at home. Finally, we consider how to use ICT in a more secure manner.

Learning outcomes:

- demonstrate understanding of sound information management principles
- analyse and synthesise information from multiple sources and to report findings
- identify the business value of information in personal management of information and decision making
- appraise the role and sources of information in everyday life.

Contact hours:

Campus – 1 x 2 hour class and 1 x 1 hour seminar per week

Cloud (online) – learning experiences are via CloudDeakin

Assessment:

Case study, reflective exercise, exam.



DEAKIN RELATED COURSE/S:

If you go on to study at Deakin you may claim credit for these units as part of the:

- Bachelor of Commerce
- Bachelor of Commerce/Bachelor of Laws
- Bachelor of Commerce/Bachelor of Information Systems
- Bachelor of Property and Real Estate/Bachelor of Commerce
- Bachelor of Food and Nutrition Science/
Bachelor of Commerce
- Bachelor of Arts/Bachelor of Commerce
- Bachelor of Arts-Chinese/Bachelor of Commerce
- Bachelor of Commerce/Bachelor of Science
- Bachelor of International Studies/Bachelor of Commerce
- Bachelor of Public Health and Health Promotion/
Bachelor of Commerce
- Bachelor of Information Systems

CRIMINOLOGY

Prerequisites

Not applicable.

Trimester 1 **B WF WP C**

ACR101 Introducing Crime and Criminology

This unit introduces students to the various ways in which we think about and respond to crime. In fact our first main topic asks what is meant by the term “crime”. We then proceed to examine various social problems governed, to varying degrees, through criminal law. Each of the topics covered is introductory in nature, and for those interested in further study in criminology, they are designed to set a foundation for further and more detailed examination in subsequent units.

Learning outcomes:

- conduct and record an independent audit of your own knowledge and understanding of crime and criminology
- evaluate existing knowledge and understanding of crime and criminology against key definitions, concepts and analytical approaches to crime
- analyse relevant concepts, principles and different approaches to understanding crime, including crime measurement, and apply and communicate this knowledge to a range of crime problems orally and in writing
- evaluate how popular perceptions of crime, including those concerning the causes and consequences of crime as often portrayed in the media, relate to research-based evidence on significant crime problems.

Contact hours:

Campus – 1 x 1 hour class per week, 1 x 1 hour seminar per week

Cloud (online) – learning experiences are via CloudDeakin

Assessment:

Portfolio, online exercises, research and writing exercise, and an exam.

DEAKIN RELATED COURSE/S:

If you go on to study at Deakin you may claim credit for these units as part of:

- Bachelor of Criminology
- Bachelor of Criminology/Bachelor of I.T. Security
- Bachelor of Criminology/Bachelor of Laws
- Bachelor of Criminology/Bachelor of Psychological Science
- Bachelor of Forensic Science/Bachelor of Criminology
- Bachelor of Arts
- Bachelor of Arts / Master of Teaching (Secondary)
- Bachelor of Arts/Bachelor of Commerce
- Bachelor of Arts/Bachelor of Laws
- Bachelor of Arts/Bachelor of Science

Trimester 2 **B WF WP C**

ACR102 Introducing Crime and Criminal Justice

This unit provides an introduction to the structures and procedures of the criminal justice system from a critical perspective. It outlines the major characteristics of the investigation, prosecution, adjudication and correctional processes within the criminal justice system, and the key issues which impinge on contemporary criminal justice administration in Australia.

It also explores the conduct of police investigations, prosecutorial decision-making and the executive administration of the prison system are explored. The unit adopts an interdisciplinary approach to the study of criminal justice institutions and practices, and critically assesses the effectiveness of the system using contemporary criminological/socio-legal evidence.

Learning outcomes:

- understand the roles and functions of the major institutions of the Australian criminal justice system
- understand and describe the key issues that impede the achievability of justice at each of the different stages of the criminal justice system and reflect on how this relates to your knowledge of the justice process
- analyse and apply the basic concepts, theories and processes that underpin discussions about competing notions of justice in the Australian criminal justice system, independently and in teams
- evaluate research-based evidence examining the effectiveness of the operation of the Australian criminal justice system and communicate this in written and oral form.

Contact hours:

Campus – 1 x 1 hour class per week, 1 x 1 hour seminar per week

Cloud (online) – learning experiences are via CloudDeakin

Assessment:

Portfolio, online exercises, research and writing exercise, and an exam.

SUBJECTS

DISABILITY, DIVERSITY AND INCLUSION

Prerequisites

Not applicable.

Trimester 1 B WF C

HDS101 Communication and Diversity

This unit explores the processes involved in human communication. It examines barriers and facilitators of inclusion for people with communication disability and diversities in society, the principles of effective communication and how these can be applied in a range of clinical and professional situations. It focuses on communication with people with a disability, and those from diverse cultural and linguistic backgrounds. You will learn about the process involved in spoken, written, and non-verbal communication, and the impact of communication partners and environments. This includes practice-applied communication skills including sign language, assertive listening, professional writing and communication resource development.

Learning outcomes:

- describe the processes involved in human communication, and the biopsychosocial factors that are associated with successful communication
- explain the concepts of access, equity, and community inclusion, and apply knowledge of Australian and international legislative/policy frameworks to these concepts
- describe the communication characteristics and predict the communication support requirements for people from culturally and linguistically diverse backgrounds, and those with a disability affecting speaking, hearing, reading, writing, understanding, and/or social communication
- apply knowledge of the communication process, from a biopsychosocial perspective, to optimise communication environments and facilitate inclusion for people with communication disability or diversity
- explain information about communication access, in an appropriate format, to members of the general public including people with a range of communication disabilities and diversities.

Contact hours:

Campus - average of 2 hours on campus each week and online learning experiences

Cloud (online) - flexible learning experiences are via CloudDeakin, equivalent to the contact hours for campus students.

Assessment:

Quiz, information sheet/brochure, essay, and information sheeting/brochure with justification.

See * for further eligibility requirements.

Trimester 2 B WF WP C

HDS106 Diversity, Disability, and Social Inclusion

This unit explores disability and inclusion from a broader social perspective, including the complex and dynamic interrelationships between people who have a disability and the society in which they live.

You will learn about the different models and frameworks used in defining disability, and their impact on social structures and policy. It examines the mechanisms behind social inclusion and exclusion of people with disability, including structural, environmental, and personal influences, from childhood to old-age.

Throughout the unit, you will apply inclusion philosophies – such as Universal Design – to optimise inclusion across a range of participation settings (e.g. education, recreation, accommodation, sexuality, and family life).

You will also learn practical skills in accessibility modification of learning materials, everyday tools, digital information, and the built environment.

Learning outcomes:

- discuss disability as an interrelationship between the person with disability, their impairment, and their environment
- define and discuss the processes of inclusion and exclusion in relation to people with disability in society, and communicate these concepts to a professional audience
- describe the consequences of disability for the individual, family, and society, across the life-course and from local and global perspectives
- generate and evaluate strategies for inclusion across a range of participation contexts
- apply the concept of equal opportunity as it relates to people with disability, and communicate this to a professional audience
- evaluate own work performance against unit learning outcomes and set performance criteria, and modify performance on the basis of feedback.

Contact hours:

Campus – 1 x 1 hour class per week, 1 x 1 hour seminar per week

Cloud (online) – learning experiences are via CloudDeakin

Assessment:

Portfolio, online exercises, research and writing exercise, and an exam.

DEAKIN RELATED COURSE/S:

These units are taught as part of several Health degrees at Deakin, including:

- Bachelor of Exercise and Sport Science
- Bachelor of Social Work
- Bachelor of Health Sciences

ECONOMICS

Prerequisites

You will have completed or be concurrently enrolled in Units 3 and 4 of VCE Business Management.

Trimester 1 **B**

MAE203 The Global Economy

This unit provides an understanding of the Australian economy within the world economy, and an ability to identify and assess current macroeconomic problems and policies. It is concerned with the way in which the whole economy or large sectors of the economy work. It provides insights for evaluating how monetary and fiscal policy work and their impact, and how central banks and treasuries conduct such policies. Macroeconomic issues such as economic growth, unemployment, inflation, balance of payments and, exchange rates are also examined.

Learning outcomes:

- understand, describe and apply key macroeconomic concepts in a global context, including the circular flow of income; national income accounting; income determination; the multiplier; economic growth; economic cycles; the role of money, inflation; unemployment and exchange rates
- obtain and present graphically and interpret data for macroeconomic variables
- critically analyse the role of monetary and fiscal policy in a globalised economy such as Australia's.

Contact hours:

1 x 2 hour class, 1 x 1 hour seminar per week

Assessment:

Tests, essay and an exam.

DEAKIN RELATED COURSE/S:

If you go on to study at Deakin you may claim credit for these units as part of the:

- Bachelor of Commerce
- Bachelor of Commerce/Bachelor of Laws
- Bachelor of Commerce/Bachelor of Information Systems
- Bachelor of Property and Real Estate/
Bachelor of Commerce
- Bachelor of Food and Nutrition Science/
Bachelor of Commerce
- Bachelor of Arts/Bachelor of Commerce
- Bachelor of Arts-Chinese/Bachelor of Commerce
- Bachelor of Commerce/Bachelor of Science
- Bachelor of International Studies/Bachelor of Commerce
- Bachelor of Public Health and Health Promotion/
Bachelor of Commerce

Trimester 2 **B C**

MAE101 Economic Principles

This unit is about the behaviour of consumers and producers and their interaction in the marketplace. Market analysis tools are developed in the unit to provide the foundation for an understanding of issues such as coordinating people's needs with the world's limited resources, corporate pricing strategies, monopoly power, government regulation, the environment, income inequality, the economic relationships between countries and foreign trade.

Learning outcomes:

- describe, analyse and apply key microeconomic concepts, including the rational basis upon which consumers and producers make decisions; the operation of markets and determination of market prices, the basis for, and gains from international trade; different types of market structures which exist in a mixed economy such as Australia's and the efficiency and equity implications arising from these; and the economic costs of externalities such as pollution, along with comparison and contrast of different ways of approaching these issues
- explain, present and interpret economic tools (including graphs and basic algebra) used in the analysis and application of microeconomic concepts
- obtain and present information and data related to a real world issue, and critique approaches to the issue in a global context.

Contact hours:

Campus – 2 x 1 hour classes, 1 x 1 hour seminar per week
 Cloud (online) – learning experiences are via CloudDeakin

Assessment:

Assignment, quizzes, experiments and an exam.



SUBJECTS

HEALTH PRACTICE AND RESEARCH

Prerequisites

You must have completed, or be studying concurrently, VCE units 3 and 4 Health and Human Development.

Trimester 1

B **WB** **WP** **C**

HBS110 Health Behaviour

Health Behaviour uses a multidisciplinary approach to understanding the impact of lifestyle, behaviours and other factors that impact on health and health behaviours across the life span. You will develop an understanding of the process, challenges and skills involved in health behaviour change.

Key skills and learning outcomes:

- Identify, examine and discuss relevant health behaviour issues and their impact on an individual's health and wellbeing
- Identify and summarise the skills and principles of behaviour modification
- Recognise, explain, discuss and critically evaluate the impact of socio-cognitive factors, including self-efficacy and locus of control, on behaviour change and apply these factors to enhance behaviour change and goal achievement
- Search the digital literature for discipline specific knowledge, interpret this information and communicate ideas in discipline specific language
- Experience reflective learning approaches to develop a critical argument of the processes, challenges and skills involved in health behaviour change.

Contact hours:

Campus – 1 x 2 hour class, 1 x 1 hour seminar per week
Cloud (online) – 1 x 1.5 hour cloud (online) seminar per week (with live streaming of the class available, or access to a recording of it).

Assessment:

4 x health behaviour journal entries, 10 x quizzes and one exam.

Trimester 2

C

HBS108 Health Information and Data

Health Information and Data will help you develop skills in identifying and evaluating different forms of health evidence. You will learn how to make critical judgements about the many health claims we see every day and the quality of health information available to the public. This will help you develop the skills needed to make informed evidence-based decisions as both consumers and health professionals.

Key skills and learning outcomes:

- Identify and critique the role of health research, the formal research process, the nature of health ethics, and introductory knowledge of qualitative, quantitative and mixed methodologies
- Recognise, interpret and apply calculations associated with epidemiology and how health and disease are measured at the population level
- Identify, access and evaluate online resources from high quality health information and data sources
- Synthesise and critically evaluate online health information to demonstrate an understanding of peer-reviewed health literature
- Interpret findings of a study using appropriate discipline-specific academic language, structure, references and presentation style. Identify strengths and weaknesses associated with research methodologies, and draw conclusions and make recommendations relevant to health practice
- Use technologies to identify and synthesise discipline, knowledge, evidence, data and statistics and use this to problem solve and inform decision-making and best practice in a professional capacity.

Contact hours:

There are no formal contact hours in this unit but students will engage with a range of learning experiences via CloudDeakin.

Assessment:

Two assignments and one exam.

DEAKIN RELATED COURSE/S:

These units are taught as part of many Health degrees at Deakin, including:

- Bachelor of Health Sciences
- Bachelor of Exercise and Sport Science
- Bachelor of Psychological Science.



JOURNALISM

Prerequisites

Not applicable.

Trimester 1 **B WF WP C**

ALJ111 - News Reporting 1

This unit is an introduction to the practice and theory of multimedia journalism. It sets the social, professional and legal context for journalism practice, and introduces students to the convention of news writing and reporting stories. Students will also focus on combining text with photos and audio clips to produce news stories; critically examining their own production processes, and learn to report multimedia news stories to a deadline.

Learning outcomes:

- identify, develop and research news stories
- arrange and carry out successful news interviews
- sort and sift through the material gathered to identify the key news points
- write a news story in an effective and engaging style with strict attention to factual accuracy as well as accuracy in punctuation, spelling and grammar
- develop an awareness of the legal and ethical framework that journalists operate within in Australia
- develop an awareness of the Australian news media, the changes occurring in the news industry and the factors driving these changes.

Contact hours:

Weeks 1–11: 1 x 2 hour seminar
 (NB: Week 11 is a 1 x 2 hour screening)

Cloud (online): Learning experiences are via CloudDeakin

Assessment:

Research file, news story for print media, and multimedia news story.

DEAKIN RELATED COURSE/S:

If you go on to study at Deakin you may claim credit for these units as part of:

- Bachelor of Communication (Journalism)
- Bachelor of Arts
- Bachelor of Arts (Professional and Creative Writing)
- Bachelor of Arts/Bachelor of Science
- Bachelor of Arts / Master of Teaching (Secondary)
- Bachelor of Arts/Bachelor of Commerce
- Bachelor of Arts/Bachelor of Laws

Trimester 2 **B WF C**

ALJ112 - News Reporting 2

This unit in the practice and theory of multimedia journalism focuses on news reporting processes. It outlines professional, social and legal factors that impact on reporting of local, regional and national news. The unit introduces students to key news beats, including reporting stories about politics, business, sport and local newsworthy events and issues. Students will build contacts in their preferred news beat/s and engage with social media tools to report and produce their news stories. They will also gain skills in reporting a news story (to a deadline) for broadcast and online media platforms.

Learning outcomes:

- engage with community issues and social media tools for sourcing and reporting news stories
- develop an awareness of the Australian news media, the changes occurring in the news industry and the factors driving these changes in Australia and in other parts of the world
- use of a range of digital technologies to record, edit, produce and present news stories, particularly recording audio and visuals for preparing news packages.

Contact hours:

Campus mode – Geelong:

1 x 1 hour class in Weeks 1–3
 1 x 1 hour seminar in Week 3
 1 x 2 hour seminar in Weeks 4–11

Campus mode – Burwood:

1 x 1 hour class in Weeks 1–3
 1 x 2 hour seminar in Weeks 3–11

Cloud (online): Learning experiences are via CloudDeakin

Assessment:

Social media for reporting, photojournalism assignment, and video based assignment.



SUBJECTS

MARKETING

Prerequisites

You will have completed or be concurrently enrolled in Units 3 and 4 of VCE Business Management.

Trimester 1 B WB WF C

MMK101 Marketing Fundamentals

Marketing examines how marketing organisations, both profit-oriented and not-for-profit, create value for end-users and business customers, and in return capture value from customers. Starting with discussion on the marketing process, it examines marketing theory and practice – ranging from understanding customer needs, to designing customer-driven marketing strategies using the extended marketing mix in integrated marketing programs, and on to building customer relationships and capturing value for the organisation.

Learning outcomes:

- identify and explain theoretical concepts and the marketing mix elements employed in marketing strategy development through analysis and evaluation of market information in the global environment
- explain and evaluate the use of market information in developing segmentation and positioning strategies within a culturally diverse market environment
- apply the marketing concept and marketing strategy in various contexts including profit and not-for-profit organisations.

Contact hours:

Campus – 1 x 1 hour class per week; 1 x 2 hour seminar per week

Cloud (online) – learning experiences are via CloudDeakin

Assessment:

Two marketing reports and an exam.

Trimester 2 B C

MMK266 Consumer Behaviour

This unit looks at marketing from the perspective of the consumer. It covers consumer decision making, the psychology of the consumer and the social and economic environment in which the consumer operates. The unit shows how this understanding of consumers can be used to develop marketing strategies for both innovative and existing products and services.

Learning outcomes:

- describe and analyse how individuals act, think, and feel across diverse consumer contexts
- critically analyse and synthesize information from academic journals, industry publications, market research, and other material
- devise and develop consumer marketing strategies based on this analysis
- recommend practical and ethical ways in which these strategies can be implemented.

Contact hours:

Campus – 1 x 1 hour class, 1 x 2 hour seminar per week

Cloud (online) – learning experiences are via CloudDeakin

Assessment:

One assignment and an exam.

DEAKIN RELATED COURSE/S:

If you go on to study at Deakin you may claim credit for these units as part of the:

- Bachelor of Commerce
- Bachelor of Commerce/Bachelor of Laws
- Bachelor of Commerce/Bachelor of Information Systems
- Bachelor of Property and Real Estate/
Bachelor of Commerce
- Bachelor of Food and Nutrition Science/
Bachelor of Commerce
- Bachelor of Arts/Bachelor of Commerce
- Bachelor of Arts-Chinese/Bachelor of Commerce
- Bachelor of Commerce/Bachelor of Science
- Bachelor of International Studies/Bachelor of Commerce
- Bachelor of Public Health and Health Promotion/
Bachelor of Commerce



PSYCHOLOGICAL SCIENCE

Prerequisites

You must have completed, or be studying concurrently, VCE units 3 & 4 in Psychology.

Trimester 1 **B WB WP C**

HPS111 Psychology A: Fundamentals of Human Behaviour

This introductory unit explores the fundamental biological underpinning of human psychology, including the genetic and neurological bases of behaviour and how these processes are influenced by various environmental factors. The unit explores the notion of consciousness and what it means to think, and how memory and learned experiences influence who we are and how we behave. The content is designed to allow you to reflect on your own experience with the world, and to encourage you to derive meaning from understanding the psychological processes at play.

Learning outcomes:

- in-depth knowledge of fundamental structures and processes underlying human behaviour; specially: motivation and emotion, learning, memory, and intelligence
- adopting a scientist-practitioner approach to the study and practice of psychology
- evaluating and using appropriate sources of evidence
- using critical thinking, sceptical inquiry, and the scientific approach to solve problems related to behaviour and mental processes
- clearly communicating findings from psychological research to a range of audiences (e.g. experts and non-experts), including in a digital medium.

Contact hours:

Campus – 1 x 1 hour class and 1 x 1 hour seminar per week
 Cloud (online) – 1 x 1 hour class and 1 x 1 hour seminar per week (via CloudDeakin).

Assessment:

Report and a multiple choice exam.

DEAKIN RELATED COURSE/S:

These units are taught as part of several Health degrees at Deakin, including:

- Bachelor of Psychological Science
- Bachelor of Psychology (Honours)
- Bachelor of Health Sciences

Trimester 2 **B WB WP C**

HPS121 Psychology B: Individual and Social Development

This begins by looking at how humans - as both biological and social beings - develop throughout the lifespan as we explore the complex interaction between biological and environmental influences. Through various theoretical perspectives we explore what makes up our individual personalities, and how personality is assessed. We consider the impact of psychological disorders on individual and societal wellbeing and analyse the different therapeutic approaches used to treat these disorders. We then examine the power of situational, societal, and cultural influences on behaviour.

Learning outcomes:

- In-depth knowledge of key theoretical approaches to understanding; human development, personality, psychological disorders and treatment approaches, and the influence of the social environment
- Ability to apply psychological theory to explain fundamental aspects of human behaviour and functioning including development, personality, psychopathology (diagnosis and treatment), and group functioning
- Critically analyse psychological research
- Develop and clearly communicate a rationale for an empirical study of human behaviour
- Using a scientific writing style to rigorously and clearly communicate findings from psychological research
- Demonstrate cultural awareness by working appropriate with individuals from a range of different cultural backgrounds, including Indigenous Australian, and conduct research in an ethical manner in accordance to ethical guidelines.

Contact hours:

Campus – 1 x 1 hour class, 1 x 1 hour seminar per week
 Cloud (online) – 1 x 1 hour class, 1 x 1 hour seminar (via CloudDeakin)

Assessment:

Report and an exam.

NOTES

ABOUT DEAKIN

As a Deakin student, you'll be part of a university that's a global leader in innovative learning.

We're proud to be in the top three per cent of universities in the world, as judged by all three of the major international university ranking systems (the Academic Ranking of World Universities, Times Higher Education World University Rankings and QS World University Rankings). This ranking is assessed from 17 000 universities worldwide.

For six consecutive years, we've also achieved the highest level of overall student satisfaction amongst Victorian universities. These outstanding results are based on 2010–2015 Australian Graduate Survey responses to 'Overall Satisfaction' amongst our bachelor-degree graduates.

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