



GRADUATE EMPLOYABILITY

2018 Careers Practitioners' Seminar

Friday 23 February 2018



Business and Commerce at Deakin

- Introduction
- The changing nature of business
- Why choose commerce or Business at Deakin?
- Integration of Business and Commerce in industry
- Commerce overview
- Business overview
- Deakin Accelerate
- Student perspective
- Q&A



The changing nature of business

- The careers of the future are here: transferrable skills/gig economy/3 + careers
- Include employment statistics for both courses?
- Sample career structures? I.e.. 2 days consulting, 1 day freelancing etc.
- Graduate profile?



Why choose Business and Commerce at Deakin?



- Deakin Business School is accredited with the Association to Advance Collegiate School of Business (AACSB)
- Bachelor of Commerce is EPAS accredited
- Employability (skill sets not one job skill)
- Real work/life experiences
- Student satisfaction

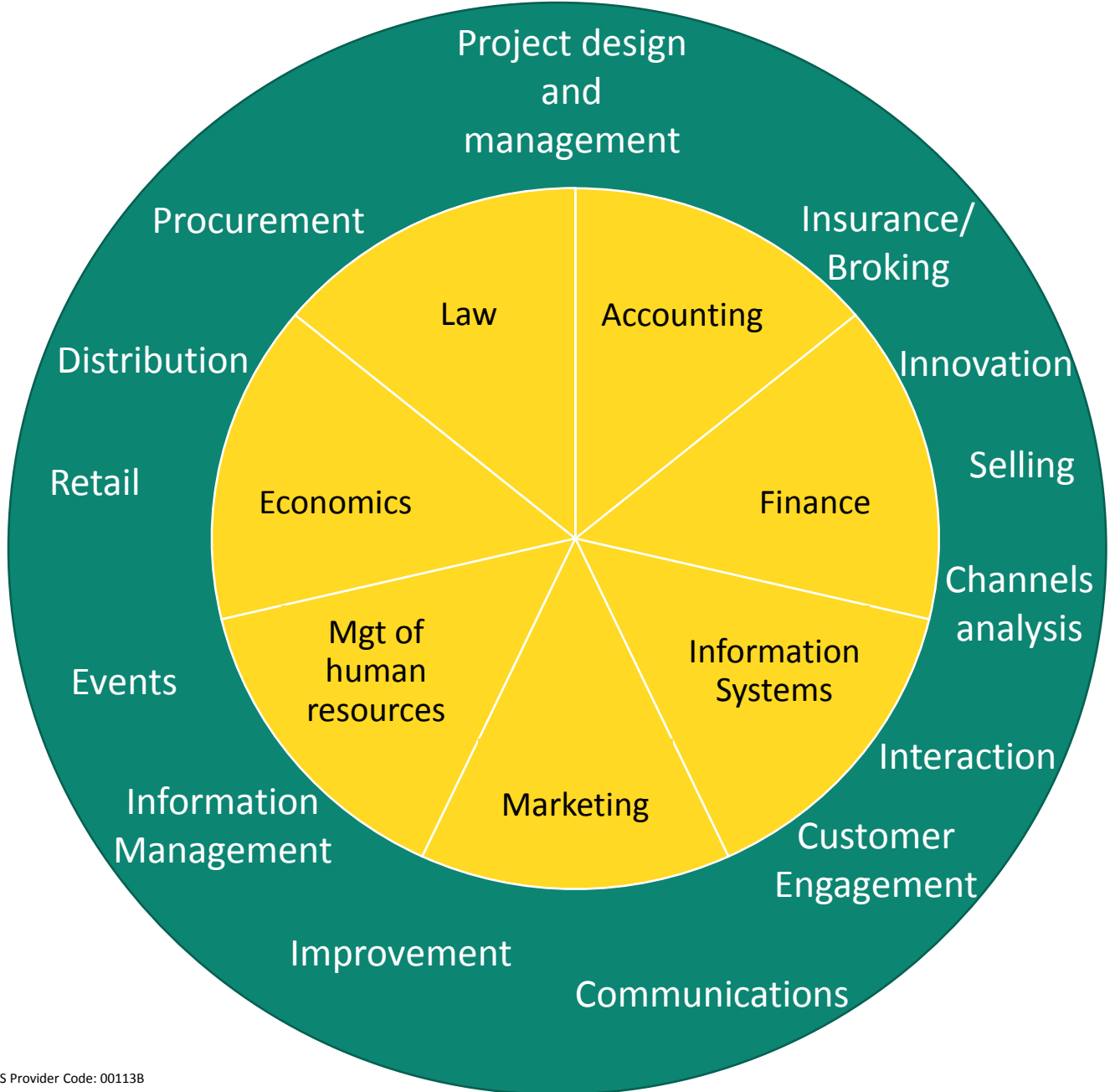


Which new job cluster best suits you? Take the quiz

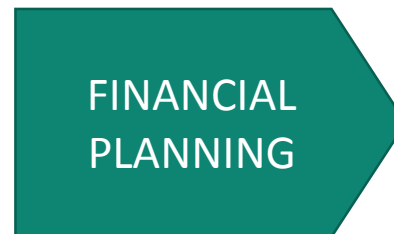


<http://this.deakin.edu.au/career/which-new-job-cluster-best-suits-you-take-the-quiz>

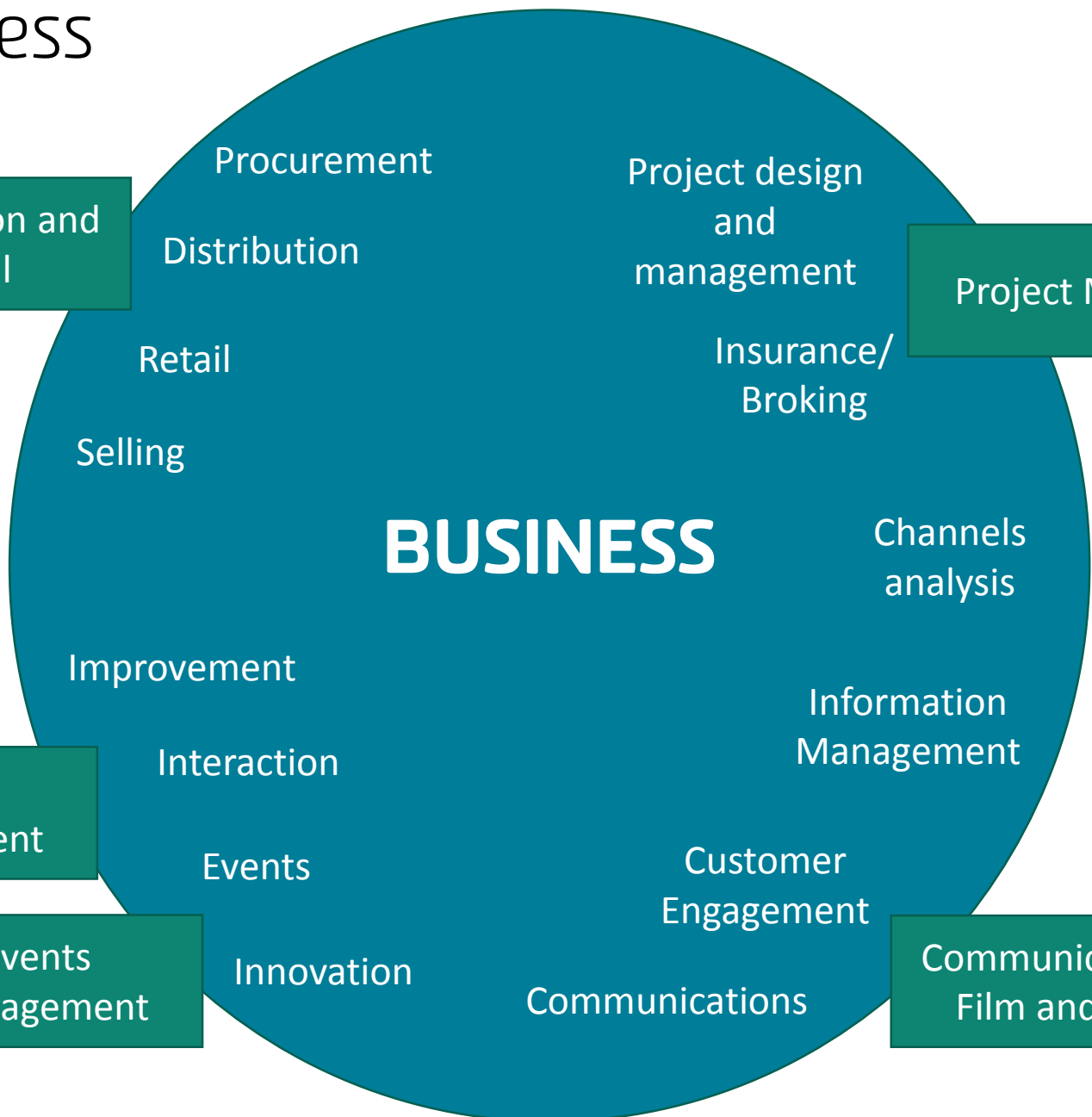
Business vs. Commerce



Commerce



Business



Distribution and Retail

Procurement
Distribution

Project design and management

Project Management

Retail

Insurance/
Broking

Selling

Channels analysis

Improvement

Information Management

People Management

Interaction

Customer Engagement

Events

Events Management

Innovation

Communications

Communications / PR /
Film and Television

Business vs. Commerce



Business

- Strong focus on soft skills, transferrable skills to adapt graduates for the changing nature of the workforce, the gig economy and jobs of the future
- Prepares students to enter workforce where they are required to be flexible and adaptable across multiple careers and industries
 - i.e. Project management, event management, people management
- 24 credit point course:
 - 12 credit points Core units
 - Including 1 Work Integrated Learning unit
 - One 6 credit point major sequence
 - 6 credit points elective units
- 8 major sequences available
- Single degree only – not applicable for double-degree

Commerce

- Strong orientation towards defined, disciplinary career outcomes
 - i.e. Accountant, Economist, Financial Planner
- 24 credit point course:
 - 8 credit points Core units
 - One 8 credit point major sequence
 - 8 credit points:
 - Elective units
 - Another 8 unit major
 - Up to two 4 unit minors
 - Or a combination of the above
- 9* major sequences available (*food and agribusiness available from 2019 in Warrnambool only)
- 15 minor sequences available
- Double-degrees available

Bachelor of Commerce



ATAR	Duration	Location
Clearly-in ATAR 2017 <ul style="list-style-type: none"> Burwood: 80 Waterfront: 64.70 Warrnambool: 57.25 Cloud: N/A 	3 years full time or part time equivalent	<ul style="list-style-type: none"> Burwood Waterfront Warrnambool Cloud



Commerce course structure



Trimester	Year 1	Year 2	Year 3
Trimester 1	Accounting for Decision Making Economic Principles Fundamentals of Finance Law for Commerce	1st unit Major 1st unit Minor 2nd unit Major 2nd unit Minor	Elective unit/Study Abroad or WIL Elective unit/Study Abroad or WIL Elective unit/Study Abroad or WIL Elective unit/Study Abroad or WIL
Trimester 2	Business Analytics Management Marketing Fundamentals Personal Insight	3rd unit Major 3rd unit Minor 4th unit Major 4th unit Minor	5th unit Major 6th unit Major 7th unit Major Capstone unit Major

Bachelor of Business

ATAR	Duration	Location
Clearly-in ATAR 2017 <ul style="list-style-type: none">Burwood: 65.25Waterfront: 60.80Cloud: N/A	3 years full time or part time equivalent	<ul style="list-style-type: none">BurwoodWaterfrontCloud

Majors

- Event Management
- Film and Television
- Organisational Psychology
- People Management
- Project Management
- Property and Real Estate
- Public Relations
- Retail Management



Business course structure



Trimester	Year 1	Year 2	Year 3
Trimester 1	Entrepreneurship and Innovation Financial Literacy Intrapersonal Skills Management	General Elective Major unit sequence Major unit sequence The Global Economy	General Elective General Elective Major unit sequence Major unit sequence
Trimester 2	Business Logistics Making Sense of Information Marketing Fundamentals Team Dynamics	WIL unit / International experience General Elective Major unit sequence Major unit sequence	Business Management General Elective General Elective Global Citizenship

Work Integrated Learning



Business Internship	Units are paid or unpaid placements with a general business or discipline focus. Internship units are suited to undergraduate students in their second or third year.
Community Based Volunteering	Unpaid placements in not-for-profit, community or other approved organisations.
Team Projects	The Big Idea: develop a concept and business plan that could potentially change the lives of thousands of disadvantaged Australians.
Work Based Learning	Units allow students to identify a business problem in their current place of employment, and be eligible for a credit toward their degree.
Industry Based Learning	Units encourage a hands-on approach to learning and allow you to apply generic employability skills and capabilities in the area that you are majoring in.

A Student's Perspective



- Support (Jess)
- Satisfaction
- Experience and outcomes (Chamalee)

Questions?

