2020 Undergraduate Business

Cloud Campus | Melbourne | Geelong | Warrnambool

Accounting
Business analytics
Commerce
Economics
Event management
Film and television
Finance
Financial planning
Food and agribusiness
Human resource management
International trade
Management

Management information systems
Marketing
Organisational psychology
People management
Project management
Property and real estate
Public relations
Retail management
Sport development
Sport management
Get a head start to your career

Explore our range of business courses, developed in consultation with industry. You’ll build an invaluable network through work integrated learning and graduate with a set of versatile skills to give you the employment edge. We’ll prepare you for careers of the future, using emerging technologies to facilitate innovative, borderless and personalised education.

Your future in business

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

Study sport with the best
Deakin has a long-standing reputation for excellence in sport education, which is why more students choose to study sport at Deakin than at any other Victorian university. We are currently ranked in the world’s top 10 for sport management programs, and we are the only Australian program to make it into the top 25. Even better news – our graduate salaries are fifth highest in the world.1


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

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Your future in business

Explore our industry connections
Our close ties with industry, government departments, professional associations and other educational providers mean that you get:

• courses matched to current industry practice
• work placement opportunities
• a well-recognised and often accredited qualification that stands out to employers.

For example, depending on units taken, commerce graduates are eligible to apply for admission to the following:

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

Gain study credit through real-world experience
Get your career off to the best start by gaining skills, knowledge and networks through work experience – and earn credit towards your degree at the same time. Professional work experience will develop your employability and students with placements and internships are highly sought-after by employers. Many of our business courses offer work placements in organisations both overseas and in Australia.

Industry placements give you an opportunity to:

• apply and consolidate knowledge gained in your course
• cultivate professional competencies
• experience workplace culture
• explore career options relevant to your discipline
• develop professional networks.

International study and industry placements are not just about experiencing a new culture or workplace, but increasingly important in positioning graduates for future success.

deakin.edu.au/business-wil

Travel overseas
See the world through faculty-led programs, short-term study programs, international internships and volunteering. Students looking for a longer experience can take part in one of our exchange programs too.

Deakin Business School students have walked the Great Wall of China, been awed by the splendour of the Eiffel Tower, played cricket in Delhi, gone behind the scenes at Disneyland and offered business advice to local government in Japan.

These experiences enhance your global employability skills in areas like teamwork, critical thinking and intercultural communication, while immersing you in a new cultural and learning environment.

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

Enjoy all that university has to offer
We want you to have a meaningful learning experience; university is important, and it should be fun too. Deakin Business School supports a range of clubs and societies, including Deakin Commerce Society, Deakin Law Students Society, Deakin Entrepreneurs Collective and many more.

deakin.edu.au/business-wil

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

Skills to get you a job
Gain a competitive edge in the workplace with real-world expertise and practical skills. Deakin is ranked the #1 university for both graduate qualities and generic skills in Victoria¹, which means you’ll graduate highly skilled, work-ready and in-demand from employers.

¹ Graduate Outcomes Survey 2018.

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deakin.edu.au/business-wil

We’ll support you every step of the way
Take advantage of our student mentor program, which helps students with their transition to university through study skills sessions, exam preparation and a range of other services.

You can also access our career centre, DeakinTALENT, and use its programs and services to research different career options, hone your interview skills, look for casual work while you study or find a graduate job.

deakintalent.deakin.edu.au

Move your career forwards
By developing important skills in critical thinking, analysis, investigation and evidence-based decision-making, your business acumen can open up employment opportunities in just about every industry.
Employers value

• Interpersonal communication skills
• Passion
• Logic and technical skills
• Good academic results
• Work experience
• A good cultural fit
• Emotional intelligence
• Teamwork skills
• Leadership skills

1 Graduate Outlook Survey, Graduate Careers Australia

Disciplines

Your dream course starts here. Take a look through our disciplines (also known as study areas) to choose your area of expertise. Knowing which discipline you’re interested in helps career advisers find the best course for your interests. Corresponding courses are featured in the following pages, so you can learn more about what you’ll study, work experience opportunities and the types of careers you could pursue. When you choose a course, you can then pick which discipline to specialise in within that course. Visit deakin.edu.au for detailed discipline and course information, including a description of the units within each degree.

Accounting

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

Business analytics (BA)

Use technology to analyse, present and accommodate government changes to needs of the financial planning industry specifically designed to meet the education requirements mean accounting is an increasingly dynamic and exciting profession. Accountants are finance and information specialists who inform business decision-making within a wide range of organisations. Businesses and individuals rely on accountants to assess their financial situation, prepare reports and give advice on financial dealings.

Economics

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

Event management

Work in diverse fields like business, government, education and the not-for-profit sector. You’ll develop a mix of skills that include design, marketing, communication, innovation and planning for unique events.

Film and television

Learn the skills to work in the film industry. Film studies develops your creative and theoretical grounding in production. You’ll understand how to create aspects of various genres, from documentary to short film. You’ll study scriptwriting and editing, sound design and cinematography.

Finance

A career in finance can open doors to almost any industry. Learn about the operations of financial markets and institutions, and how decision-making processes are administered where uncertainty’s involved.

Financial planning

Financial planners have the necessary breadth and depth of financial skills and knowledge to help people achieve financial success. Innovative and lateral in their thinking, financial planners are up-to-date with the latest changes and are committed to providing sound, independent and ethical advice.

Food and agribusiness

The agricultural sector occupies a significant place in world economies. Agribusiness companies including the major financial institutions are looking for graduates with critical business capabilities like resource management, agritech and skills in managing global climate challenges across the agricultural supply chain.

Human resource management

An understanding of how to manage human resources is critical for all managers. Human resource management covers recruitment, selection, training and development, workplace diversity, employee relations, performance and change management and remuneration. Develop invaluable counselling, mediation and negotiation skills that will stand you in good stead in any field you enter in the future.

Management

Managers drive organisational culture, performance and results by guiding and supporting both employees and employers. Study management to formally develop the skills required to be a strong leader through a progressive program of theory and practice.

Management information systems

Supplement your business studies with knowledge of the underlying information systems that support modern business processes. Learn about the business applications of information systems and gain the skills and knowledge relevant to understand this dynamic area.

Marketing

Modern marketing strategically and creatively adds value to the customer experience, building a relationship between consumers and sellers. Our courses cover a range of subjects, including brand management, consumer behaviour and digital media.

People management

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

People management

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

Courses to careers

Visit explore.deakin.edu.au to kickstart your course and career exploration. With more than 600 paired courses and careers, it’s the perfect destination for you to discover your future career.

Transferable skills that employers value

• Interpersonal communication skills
• Passion
• Logic and technical skills
• Good academic results
• Work experience
• A good cultural fit
• Emotional intelligence
• Teamwork skills
• Leadership skills

1 Graduate Outlook Survey, Graduate Careers Australia
Disciplines

Project management
Join a growing, dynamic profession that involves planning, coordinating, costing and evaluating projects of all sizes, as well as managing the people and risks involved. In a globalised economy, project management is central to developing and delivering new products, services and infrastructure, as well as implementing new techniques and processes to facilitate change.

Property and real estate
The property industry is one of the world’s largest employment areas. Deakin’s unique property and real estate courses lead to careers with long-term employment and great salaries. With strong industry links and international demand for graduates, studies focus on investment, property development, property valuation, market analysis and property economics, with popular specialisations in sustainability or business disciplines.

Public relations
As 21st century communication specialists, public relations practitioners manage and coordinate relationships between organisations, agencies and the public. With a focus on ethical and sustainable communication practices, our public relations major builds key knowledge and skills in event management and campaigns, social media tactics and media relations, strategic planning, management and communication, as well as marketing communication.

Retail management
Retail managers for the 21st century understand the retail process from sourcing and retail, to brand management and evaluating consumers. The field of retailing is still growing but the impact of worldwide competition and short product lifecycles makes retailing a challenging and dynamic field that needs practitioners who can operate in this fast-changing environment.

Sport development
Study sport development for its unique focus on three areas: sport management and marketing, coaching and exercise, and sport science. It centres on the development of sport and community development through sport – by both increasing participation in sport and developing pathways to attract, retain and nurture sport participation.

Sport management
Learn to manage the business of sport organisations that deliver sport and the organisations that support them. A degree in sport management helps students to become sport managers who can lead sport organisations in a range of activities, including the development and management of professional sport competitions, major events and community programs that encourage participation. Sport management graduates work with organisations that support sport, like sport promoters and player agents, sporting goods manufacturers and retailers, and facility management.

Bachelor of Commerce

Become a confident business leader for today and the future by studying Deakin’s Bachelor of Commerce, a degree dedicated to professional preparation and real industry experiences that foster your business mindset. With nine majors and a global reputation, the Bachelor of Commerce opens up opportunities in nearly every area of business and government across Australia and overseas.

Professional recognition
Deakin Business School is accredited by AACSB International, the longest-serving global accrediting body for business schools in the world. Only 5% of business programs worldwide are AACSB accredited.

Deakin’s Bachelor of Commerce is internationally recognised and EPAS accredited by the European Foundation for Management Development (EFMD). This quality benchmark for business programs sets you up for a global career.

The course is developed and reviewed with industry input and fully aligned with professional expectations and accreditations. Thanks to our close links with the sector, government departments, professional associations and other educational providers, commerce graduates can apply for membership to these key professional bodies (depending on units taken):

- Association of Chartered Certified Accountants (ACCA)
- Association of Financial Advisers (AFA)
- Australian Human Resources Institute (AHRI)
- Australian Marketing Institute (AMI)
- Certified Practicing Accountants (CPA)
- Chartered Accountants Australia and New Zealand (CA ANZ)
- Financial Adviser Standards and Ethics Authority (FASEA)
- Financial Planning Association of Australia (FPA)
- Institute of Managers and Leaders (IML)
- Institute of Public Accountants (IPA)

Careers
Across almost every area of business and government, in Australia and overseas, there are excellent employment opportunities for commerce graduates. Deakin graduates are in demand because they’re proactive, highly engaged and trained to have a business mindset. That makes them sought-after across a range of professional roles including:

- accountant
- economist
- financial planner
- human resource manager
- business analytics professional
- social and economic policy developer
- international trade officer
- marketing manager.

Better still, our graduates often find positions at the companies they connect with throughout the course.

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

Course structure
As a commerce student you must attain 24 credit points including eight core units, eight compulsory units from a major and eight elective units, so you can undertake one four-unit minor and four elective units. Students must also complete a Credit-point unit, Academic Integrity (MA1010).

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

Minors
- Accounting
- Business analytics
- Economics
- Event management
- Finance
- Global studies
- Human resource management
- International trade
- Marketing
- Professional practice
- Project management
- Retail management
- Social entrepreneurship
- Taxation regulation
- Wealth management

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

deakin.edu.au/business-will

Jennifer Renelle
Bachelor of Commerce graduate

‘My commerce degree gave me a strong understanding of all the components that typically make up a business and I think that knowledge is invaluable for your career.’
### Bachelor of Business Analytics

**Courses**

Launch a career in the booming world of big data with Deakin’s Bachelor of Business Analytics. Through theoretical and hands-on study, you’ll learn how to analyse data and information systems and find solutions to common management problems.

#### Careers

As a graduate you can work across business and scientific fields. Career opportunities include:

- business analyst
- business intelligence specialist
- computer systems analyst
- data analyst
- digital transformation consultant
- information analyst
- information manager/information officer
- market analyst
- predictive modeller.

#### Work experience

Work experience is a core component of this degree. An ‘Industry on Campus’ program connects students with employers, ensuring you have every opportunity to work with Business Analytics students and professionals each trimester – giving you a head start in your career.

#### Course structure

This 24-credit-point course consists of 16 credit points of core units (including one Work Integrated Learning unit or an approved international learning experience) and 8 credit points of elective units (which may include a 6- or 8-credit-point major sequence of your choice) and M3010 Academic Induction for the Bachelor of Business Analytics (0-credit-point unit). Students must also complete a 0-credit-point compulsory unit, Academic Integrity (MA1010).

<table>
<thead>
<tr>
<th>Year</th>
<th>Trimester 1</th>
<th>Trimester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>Academic Induction for the Bachelor of Business Analytics</td>
<td>Business Requirements Analysis – core</td>
</tr>
<tr>
<td></td>
<td>Academic Integrity</td>
<td>Predictive Analytics – core</td>
</tr>
<tr>
<td></td>
<td>Business Analytics – core</td>
<td>Information Security, Governance and the Cloud – core</td>
</tr>
<tr>
<td></td>
<td>Managing Data and Information – core</td>
<td>Elective/major</td>
</tr>
<tr>
<td></td>
<td>Professional Ethics in the Digital Age – core</td>
<td>M325 Business Analytics</td>
</tr>
<tr>
<td></td>
<td>Data Science Concepts – core</td>
<td>Elective/major</td>
</tr>
<tr>
<td>Year 2</td>
<td>Business Intelligence and Data Warehousing – core</td>
<td>AI for Business – core</td>
</tr>
<tr>
<td></td>
<td>Social Media Analytics and Data Driven Innovation – core</td>
<td>Decision Analytics – core</td>
</tr>
<tr>
<td></td>
<td>Project Management – core</td>
<td>Elective/major ≥ 2</td>
</tr>
<tr>
<td></td>
<td>Elective/major</td>
<td>M340 Predictive Modeller</td>
</tr>
<tr>
<td>Year 3</td>
<td>Marketing Analytics – core</td>
<td>Applied Business Project – core</td>
</tr>
<tr>
<td></td>
<td>Strategic Supply Chain Management – core</td>
<td>Elective/major ≥ 3</td>
</tr>
<tr>
<td></td>
<td>MWS – WIL</td>
<td>Elective/major</td>
</tr>
</tbody>
</table>

**Bachelor of Business**

Deakin’s Bachelor of Business is a contemporary, career-focused course. Whether it’s preparing for the nuances of international business relationships through our Global Mindset and Citizenship unit or learning the challenges and opportunities of business ownership in Entrepreneurship and Innovation, you’ll develop the skills and experience you need to succeed in the business world.

#### Professional recognition

Deakin Business School is accredited by AACSB International, the longest-serving global accrediting body for business schools in the world. Only 5% of business programs worldwide are AACSB accredited.

#### Careers

The Bachelor of Business can lead to a variety of careers in Australia and overseas, including:

- business analyst
- business development manager
- business operations manager
- customer relations manager
- events manager
- procurement manager
- product manager
- project manager
- retail manager
- small business owner.

#### Work experience

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

#### Course structure

This 24-credit-point course consists of 7 credit points of core foundation units, 3 credit points of core careers skills units (units with a focus on communication, negotiation, conflict resolution and professional ethics units), 3 credit points of core campus skills units (units with a focus on the development of transferable skills for the workplace, such as communications, teamwork and business relationship building), at least 1 credit point of work integrated learning and a 1-credit-point capstone unit. Students also take 6 credit points from a major and six elective units that may be chosen from any faculty, including other work integrated learning units. Students must also complete a 0-credit-point unit, Academic Integrity (MA1010).

**Majors**

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

- Business and digital communication
- Entrepreneurship and innovation
- Event management
- Organisational psychology
- People management
- Project management
- Retail and supply chain management

**Study_links**

- [deakin.edu.au/course/bachelor-business-analytics](deakin.edu.au/course/bachelor-business-analytics)
- [deakin.edu.au/studybusiness](deakin.edu.au/studybusiness)

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‘My course offers a variety of unique electives – which I often can’t decide between – but I can honestly say that I’m extremely fortunate to be enjoying the ultimate university experience. The motivation to study my course and regularly attend classes on campus stems from my commitments and roles that require my attendance on an almost daily basis.’

Yasmine Raki
Bachelor of Laws/Bachelor of Commerce student

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1. This course structure should be used as a guide only and advice should be sought when selecting units.
2. Students must complete a 0-credit-point unit, Academic Integrity (MA1010).
3. Trimester 3 intake is only available at Melbourne Burwood Campus.
4. The ultimate university experience.
5. Geelong Waterfront Campus students will be required to undertake some units of study at the Cloud Campus.
6. Geelong Waurn Ponds Campus students will be required to undertake some units of study at Geelong Waterfront Point Campus.
Courses

Bachelor of Marketing (Psychology)

Combine principles from complementary disciplines to unlock creative marketing solutions, and graduate with a unique skill set that’s in demand across all industries. Develop core competencies in consumer behaviour, marketing strategy and communication, and research methods and a knowledge base in psychology, analytics, digital literacy and business.

Careers

A dual expertise in psychology and marketing provides you with a competitive advantage as you enter into employment. Career opportunities include:

- communication managers
- customer experience officers
- customer insights analysts and managers
- digital marketing directors
- public relations specialists
- market researcher
- consumer advocacy specialist.

Courses

Bachelor of Property and Real Estate

Gain the broad skills you need to forge a career in real estate, from property development and valuation to the business principles of law and accounting. This diverse course has close links with professional bodies, and employers will love the practical experience that’s included as you study.

Professional recognition

This course is professionally accredited by the Australian Property Institute and the Royal Institution of Chartered Surveyors. Graduates will meet the academic requirements for membership as a Certified Practising Valuer.

Careers

With this qualification, you’ll 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. Career opportunities include:

- asset manager
- land economist
- leasing agent
- mortgage finance broker
- portfolio manager
- property developer
- property manager
- valuer.

Work experience

This course offers industry-based learning opportunities.

Course structure

This 24-credit-point course consists of 12 credit points of core marketing units (including one Work Integrated Learning unit or an approved international learning experience) and 12 credit points of core psychology units. Students must also complete a 0-credit-point compulsory unit, Academic Integrity (MA1010).

Year 1

<table>
<thead>
<tr>
<th>Trimester 1</th>
<th>Trimester 2</th>
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<tbody>
<tr>
<td>Psychology A: Fundamentals of Human Behaviour</td>
<td>Psychology B: Individual and Social Development</td>
</tr>
<tr>
<td>Foundations of Psychological Science</td>
<td>Foundations of Psychological Practice</td>
</tr>
<tr>
<td>Marketing Fundamentals</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>Personal Insights</td>
</tr>
<tr>
<td>The Human Mind</td>
<td>Research Methods in Psychology A</td>
</tr>
<tr>
<td>Human Social Behaviour</td>
<td>Child and Adolescent Development</td>
</tr>
<tr>
<td>Services Marketing</td>
<td>Brand Management</td>
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<tr>
<td>Integrated Marketing Communications</td>
<td>WAL/study abroad</td>
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<td>in the Digital Age</td>
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</tbody>
</table>

Year 2

<table>
<thead>
<tr>
<th>Trimester 1</th>
<th>Trimester 2</th>
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<tbody>
<tr>
<td>Research Methods in Psychology B</td>
<td>Personality</td>
</tr>
<tr>
<td>Brain, Biology and Behaviour</td>
<td>Psychopathology</td>
</tr>
<tr>
<td>Marketing Insights</td>
<td>Strategic Marketing</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>Research Methods Capstone</td>
</tr>
</tbody>
</table>

Year 3

<table>
<thead>
<tr>
<th>Trimester 1</th>
<th>Trimester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting for Decision Making – core</td>
<td>Economic Principles – core</td>
</tr>
<tr>
<td>Fundamentals of Finance – core</td>
<td>Law for Commerce – core</td>
</tr>
<tr>
<td>Introduction to Property – core</td>
<td>Introduction to Property Development – core</td>
</tr>
<tr>
<td>Sustainable Construction – core</td>
<td>Level 1, 2 or 3 elective</td>
</tr>
<tr>
<td>Statutory Valuation – core</td>
<td>Property Management – core</td>
</tr>
<tr>
<td>Property Investment – core</td>
<td>Property Law and Practice – core</td>
</tr>
<tr>
<td>Property Economics – core</td>
<td>Level 1, 2 or 3 elective</td>
</tr>
<tr>
<td>Level 1, 2 or 3 elective</td>
<td>Level 2 or 3 elective/WAL/study abroad</td>
</tr>
</tbody>
</table>

Year 3 (continued)

<table>
<thead>
<tr>
<th>Trimester 1</th>
<th>Trimester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Property Analysis – core</td>
<td>Advanced Property Valuation – core</td>
</tr>
<tr>
<td>Commercial Property Construction Studies – core</td>
<td>Advanced Property Development – core</td>
</tr>
<tr>
<td>Level 3 elective</td>
<td>Level 3 elective x 2</td>
</tr>
<tr>
<td>Level 2 or 3 elective</td>
<td></td>
</tr>
</tbody>
</table>

Study when and where you want

Join the thousands of students currently studying online at Deakin’s Cloud Campus. You’ll learn with the same top teachers as on-campus students, with the ultimate flexibility to study anywhere, anytime.

deakin.edu.au/course/bachelor-marketing-psychology

deakin.edu.au/course/bachelor-property-and-real-estate

1 Trimester 3 is available to domestic students only.
2 This course structure should be used as a guide only and advice should be sought when selecting units.
3 Students must also complete a 0-credit-point unit, Academic Integrity (MA1010).
A home for elite athletes
We’re dedicated to supporting elite athletes to achieve academic success alongside the demands of training and competition. That’s why Deakin is a member of the Elite Athlete Friendly University (EAFU) Network.
We offer student athletes:
• flexibility around assessment deadlines, and lecture and tutorial attendance
• leaves of absence so they can meet their sporting commitments
• extensions on the time normally allowed to complete a course.
deaakin.edu.au/elite-athlete-program

Bachelor of Business (Sport Management) (H30) (B30) (T3)
Make your mark behind the scenes in the dynamic sports industry through Deakin’s Bachelor of Business (Sport Management). You’ll learn how to support marketable, profitable and competitive teams on and off the field, with specialised learning in systems, marketing, finance, management and law, complemented by a second business major.

Careers
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. Career opportunities include:
• business coach
• fitness instructor
• business development manager
• player agent
• professional players’ manager
• professional sports association official
• sports administrator
• sports coach
• sports development officer
• sports event coordinator
• sports governance official
• sports journalist
• sports management consultant.

Work experience
This course offers industry-based learning opportunities.
deaakin.edu.au/business-will

Courses
Bachelor of Sport Development
This course will prepare you for roles in coaching, and the marketing and management of sport, and turn your passion for sport into a rewarding career. With Deakin’s Bachelor of Sport Development, you’ll examine the science of coaching as well as the practical elements of encouraging participation and performance in sport.

CAREERS
This course will prepare you for roles in coaching, the leisure industry, sports science and in the field of community sports development.

Career opportunities include:
• community programs coordinator
• participation coordinator
• player development manager
• sport and recreation officer
• sport development manager
• sport development officer
• sport performance officer
• sports coach
• sports policy officer.

Work experience
This course offers industry-based learning opportunities.
deaakin.edu.au/business-will

Bachelor of Sport Development
This 24-credit-point course consists of 8 credit points of core sport management units, 8 credit points of core business units and 8 credit points of elective units (which may include a major of your choice). Students must also complete a 0-credit-point unit, Academic Integrity.

See also Bachelor of Exercise and Sport Science/Bachelor of Business (Sport Management), page 13.
deaakin.edu.au/course/bachelor-business-sport-management

Combined courses
Bachelor of Commerce/Bachelor of Arts
Combine commerce major sequences with complementary arts majors in Deakin’s Bachelor of Commerce/Bachelor of Arts to create a unique qualification. Learn to think more critically as you gain a strong foundation in all aspects of business. Master the professional and quantitative demands of areas such as economics, finance and accounting. At the same time, a complementary choice from Deakin’s arts major sequences will mean you graduate with the balanced education employers want.

Bachelor of Commerce/Bachelor of Business Analytics
Develop critical analysis skills to take data and turn it into strategies to drive business success with Deakin’s Bachelor of Commerce/Bachelor of Business Analytics. Learn how to interpret data and information, then combine it with a strong foundation in all areas of business. Graduate with practical skills that will be an asset to companies all over the world.

A home for elite athletes
We’re dedicated to supporting elite athletes to achieve academic success alongside the demands of training and competition. That’s why Deakin is a member of the Elite Athlete Friendly University (EAFU) Network.
We offer student athletes:
• flexibility around assessment deadlines, and lecture and tutorial attendance
• leaves of absence so they can meet their sporting commitments
• extensions on the time normally allowed to complete a course.
deaakin.edu.au/elite-athlete-program

Career opportunities include:
• business coach
• fitness instructor
• business development manager
• player agent
• professional players’ manager
• professional sports association official
• sports administrator
• sports coach
• sports development officer
• sports event coordinator
• sports governance official
• sports journalist
• sports management consultant.

Work experience
This course offers industry-based learning opportunities.
deaakin.edu.au/business-will

Courses
Bachelor of Business (Sport Management)
Make your mark behind the scenes in the dynamic sports industry through Deakin’s Bachelor of Business (Sport Management). You’ll learn how to support marketable, profitable and competitive teams on and off the field, with specialised learning in systems, marketing, finance, management and law, complemented by a second business major.

Careers
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. Career opportunities include:
• business coach
• fitness instructor
• business development manager
• player agent
• professional players’ manager
• professional sports association official
• sports administrator
• sports coach
• sports development officer
• sports event coordinator
• sports governance official
• sports journalist
• sports management consultant.

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deaakin.edu.au/business-will

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Combine commerce major sequences with complementary arts majors in Deakin’s Bachelor of Commerce/Bachelor of Arts to create a unique qualification. Learn to think more critically as you gain a strong foundation in all aspects of business. Master the professional and quantitative demands of areas such as economics, finance and accounting. At the same time, a complementary choice from Deakin’s arts major sequences will mean you graduate with the balanced education employers want.

Bachelor of Commerce/Bachelor of Business Analytics
Develop critical analysis skills to take data and turn it into strategies to drive business success with Deakin’s Bachelor of Commerce/Bachelor of Business Analytics. Learn how to interpret data and information, then combine it with a strong foundation in all areas of business. Graduate with practical skills that will be an asset to companies all over the world.
Courses

Bachelor of Commerce/Bachelor of Laws

Combining a leading law degree with the commercial skills that organisations are looking for in Deakin’s Bachelor of Commerce/Bachelor of Laws, your broad knowledge of both business and legal concepts, as well as robust training, practical experience and industry placements, will make you a competitive candidate in all areas of corporate law.

Deakin’s Bachelor of Commerce/Bachelor of Laws lets you take your science career beyond the lab. Pair specialist science knowledge with a strong foundation in business disciplines and graduate ready to lead, innovate and succeed in your chosen field.

Bachelor of Commerce/Bachelor of Science

Deakin’s Bachelor of Commerce/Bachelor of Science lets you take your science career beyond the lab. Pair specialist science knowledge with a strong foundation in business disciplines and graduate ready to lead, innovate and succeed in your chosen field.

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

Anthony Jensen
Bachelor of Commerce/Bachelor of Laws graduate
Senior Legal Counsel at Dubai Financial Services Authority

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

Experience the synergy of sport science and the business of sporting organisations with Deakin’s Bachelor of Exercise and Sport Science/Bachelor of Business (Sport Management). Gain the skills to improve the sporting performance and health of athletes and teams, as well as the expertise to become a professional leader in exercise and sport science in areas from strength and conditioning to physiology.

Bachelor of Nutrition Science/Bachelor of Commerce

This qualification allows you to receive professional recognition from both nutrition and business professional bodies. Enrolled students and graduates may apply for membership of the Nutrition Society of Australia (NSA). Registration will ensure you’re recognised as a qualified nutrition professional in the field. Additionally, if you’ve completed this degree with a major in food innovation, you may also seek membership into the Australian Institute of Food, Science and Technology (AIFST).

Deakin’s Bachelor of Commerce is internationally recognised and EPAS accredited by the European Foundation for Management Development (EFMD). We are also the only Australian university with this accreditation, meaning you are graduating with a degree that is of a global standard.

Professional recognition

• Teaching
• Learning resources
• Student support
• Skills development
• Learner engagement

1 Australian Graduate Survey 2010–2015, Graduate Outcomes Survey 2016–2018 (GOS), Quality Indicators for Learning and Teaching (QILT).

#1 university in Victoria for student satisfaction

Year on year, our students are the most satisfied students of all Victorian universities1. We’ve ranked this highly for the past nine years, with students being particularly happy with our:
Bachelor of International Studies/Bachelor of Commerce

Gain a competitive business foundation with global application. Through Deakin's Bachelor of International Studies/Bachelor of Commerce, you'll develop your understanding about the international forces shaping government, business and communities, and gain skills to analyse and interpret these forces. You'll learn about commerce focuses like accounting, marketing and law, and gain insights through valuable overseas study experiences.

Bachelor of Laws/Bachelor of Cyber Security

Protect society from the growing threat of cybercrime by studying Australia's only combined laws and cyber security degree. Through Deakin's Bachelor of Laws/Bachelor of Cyber Security, you can explore roles in both fields or use your dual expertise to become an in-demand cyber lawyer, capable of handling the complex issues of our evolving digital world.

Bachelor of Property and Real Estate/Bachelor of Commerce

Combine the practicalities of real estate with the commercial knowledge you need to succeed through the Bachelor of Property and Real Estate/Bachelor of Commerce. You'll gain a business foundation that includes economics, accounting, marketing, management and law, while studying units in various aspects of real estate such as development, management and valuation.

Bachelor of Property and Real Estate/Bachelor of Laws

Property and law have a natural synergy that's in high demand. Gain a competitive legal edge with hands-on experience in the dynamic real estate industry in Deakin's Bachelor of Property and Real Estate/Bachelor of Laws, combining your top-ranked legal education with skills across property investment, valuation, development and management.

Professional recognition
The Bachelor of Property and Real Estate/Bachelor of Laws fulfils the academic requirements to practise as an Australian lawyer, as set by the Victorian Legal Admissions Board (VLAB). Graduates also meet the academic requirements to be eligible for registration as a Certified Practising Valuer.

For more information on Deakin Law School registration as a Certified Practising Valuer.

Bachelor of Public Health and Health Promotion/Bachelor of Commerce

Combine an education in health issues with a robust business foundation through the Bachelor of Public Health and Health Promotion/Bachelor of Commerce. You'll examine approaches to improve health systems and attitudes and gain practical skills through field-based programs. Complement it with commercial expertise in areas like economics and marketing for a diverse, transferable skill set.

Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Duration</th>
<th>Trimester</th>
</tr>
</thead>
<tbody>
<tr>
<td>D338</td>
<td>Business</td>
<td>3 years</td>
<td>T1, T2</td>
</tr>
<tr>
<td>D397</td>
<td>Property and Real Estate</td>
<td>3 years</td>
<td>T1, T2, T3</td>
</tr>
<tr>
<td>D396</td>
<td>Construction Management (Honours)/Bachelor of Property and Real Estate</td>
<td>2 years</td>
<td>T1, T2</td>
</tr>
</tbody>
</table>

1. Students enrolled in this combined course at Geelong will be required to undertake units of study at both the Geelong Waurn Ponds Campus and the Geelong Waterfront Campus.
2. Cloud Campus only.
3. This course is not available to international students.
4. Students are required to commence this course at either Melbourne Burwood Campus or Geelong Waterfront Campus. Delivery is at both campuses and students will be required to undertake units of study from both campuses. Students should seek advice from their course adviser prior to the commencement of their course. Please note that all property and real estate units are also offered at the Cloud Campus.
5. Trimester 2 offered at Melbourne Burwood Campus for domestic students only.

To find out more about our combined courses in business, including professional recognition, careers, work experience, course structures and majors, please visit deakin.edu.au/courses.

‘I’ve found myself thinking of (somewhat novel) ideas to change what is currently being implemented and I’m looking forward to being part of the decision process of making change. This course, along with practical experience, will not only give me the opportunity to meet my career goals, but exceed them.’

Carina Mammone
Recipient of the Underhill Bowater Paying Forward Scholarship Bachelor of Public Health and Health Promotion/Bachelor of Commerce student
#1 careers service in Australia¹

Prepare yourself for the jobs and careers of the future. Access our career centre, DeakinTALENT, and use its programs and services to research different career options, hone your interview skills, look for casual work while you study or find a graduate job. deakin.edu.au/careercentre

¹ Australian Graduate Recruitment Industry Awards (AGRA) – 2017 and 2018.
### Bachelor of International Studies/Bachelor of Commerce (D33B)  
- **VCE units 3 and 4:** a study score of at least 20 in English other than EAL or 30 in English (EAL).  
- **IELTS:** Band 6  
- **Duration:** 2 years  
- **Course fee:** $35,800  
- **Tuition fee:** $10,545  
- **Total fees:** $33,800  

### Bachelor of Laws/Bachelor of Cyber Security (D397)  
- **VCE units 3 and 4:** a study score of at least 25 in English other than EAL or 35 in English (EAL).  
- **IELTS:** Band 6  
- **Duration:** 2 years  
- **Course fee:** $35,800  
- **Tuition fee:** $10,545  
- **Total fees:** $33,800  

### Bachelor of Nutrition Science/Bachelor of Commerce (D325)  
- **VCE units 3 and 4:** a study score of at least 25 in English other than EAL or 30 in English (EAL).  
- **IELTS:** Band 6  
- **Duration:** 2 years  
- **Course fee:** $35,800  
- **Tuition fee:** $10,545  
- **Total fees:** $33,800  

### Bachelor of Property and Real Estate/Bachelor of Commerce (D325)  
- **VCE units 3 and 4:** a study score of at least 25 in English other than EAL or 30 in English (EAL).  
- **IELTS:** Band 6  
- **Duration:** 2 years  
- **Course fee:** $35,800  
- **Tuition fee:** $10,582  
- **Total fees:** $33,800  

### Bachelor of Property and Real Estate/Bachelor of Laws (D397)  
- **VCE units 3 and 4:** a study score of at least 25 in English other than EAL or 30 in English (EAL).  
- **IELTS:** Band 6  
- **Duration:** 2 years  
- **Course fee:** $35,800  
- **Tuition fee:** $10,582  
- **Total fees:** $33,800  

### Bachelor of Public Health and Health Promotion/ Bachelor of Commerce (D388)  
- **VCE units 3 and 4:** a study score of at least 25 in English other than EAL or 30 in English (EAL).  
- **IELTS:** Band 6  
- **Duration:** 2 years  
- **Course fee:** $35,800  
- **Tuition fee:** $10,582  
- **Total fees:** $33,800  

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1. The 2019 indicative Commonwealth Supported Place (CSP) fee is based on a typical enrolment for an Australian domestic student enrolled in two trimesters of full-time study or 8 credit points, unless otherwise indicated. This fee should be used as a guide only and is subject to change.

2. The 2020 annual course fee for international students indicates the tuition fee for two trimesters of full-time study or 8 credit points, unless otherwise indicated. Additional fees may apply. Visit [deakin.edu.au/int-fees](http://deakin.edu.au/int-fees) for the latest information.

3. IELTS is the International English Language Testing System (for international students only). The IELTS scores in the table above reflect the minimum overall score required, as well as the lowest score allowed for any band (overall score/lowest band score).

4. Recent secondary education applicants include current Year 12 students in 2019.

5. This course is not available to international students.

6. This course is only available at the Cloud Campus.

7. International student entry requirements can be found at [deakin.edu.au/international](http://deakin.edu.au/international).

8. There are four categories under which non-Year 12 applicants may apply to Deakin:
   - applicants with higher education study
   - applicants with Vocational Education and Training (VET) study
   - applicants with work and life experience
   - applicants with higher education study

9. Domestic student details on admission requirements.

10. The first two years are available at the Warrnambool Campus. The remaining course load can be taken by transferring to Geelong Waterfront Campus or the Cloud Campus.

11. This course is not available to international students.

12. Recent secondary education applicants - must complete Year 12 in 2018 or earlier.

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Visit [deakin.edu.au/courses](http://deakin.edu.au/courses) to find out further details on admission requirements.

Visit [study@deakin.edu.au](mailto:study@deakin.edu.au) and [+61 3 9627 4877](tel:+61%203%209627%204877) for more information.

Visit [www.myfuture.edu.au](http://www.myfuture.edu.au) or [www.vtac.edu.au](http://www.vtac.edu.au) for detailed course information and admission requirements.
DEAKIN OPEN DAY 2019

WARRNAMBOOL
Sunday 4 August
10am–2pm
Princes Highway, Warrnambool Victoria

GEELONG WAURN PONDS
Sunday 18 August
9am–3pm
75 Pigdons Road, Waurn Ponds Victoria

GEELONG WATERFRONT
Sunday 18 August
9am–3pm
1 Gheringhap Street, Geelong Victoria

MELBOURNE BURWOOD
Sunday 25 August
9am–3pm
221 Burwood Highway, Burwood Victoria

openday.deakin.edu.au

1800 MYFUTURE (1800 693 888)
deakin.edu.au