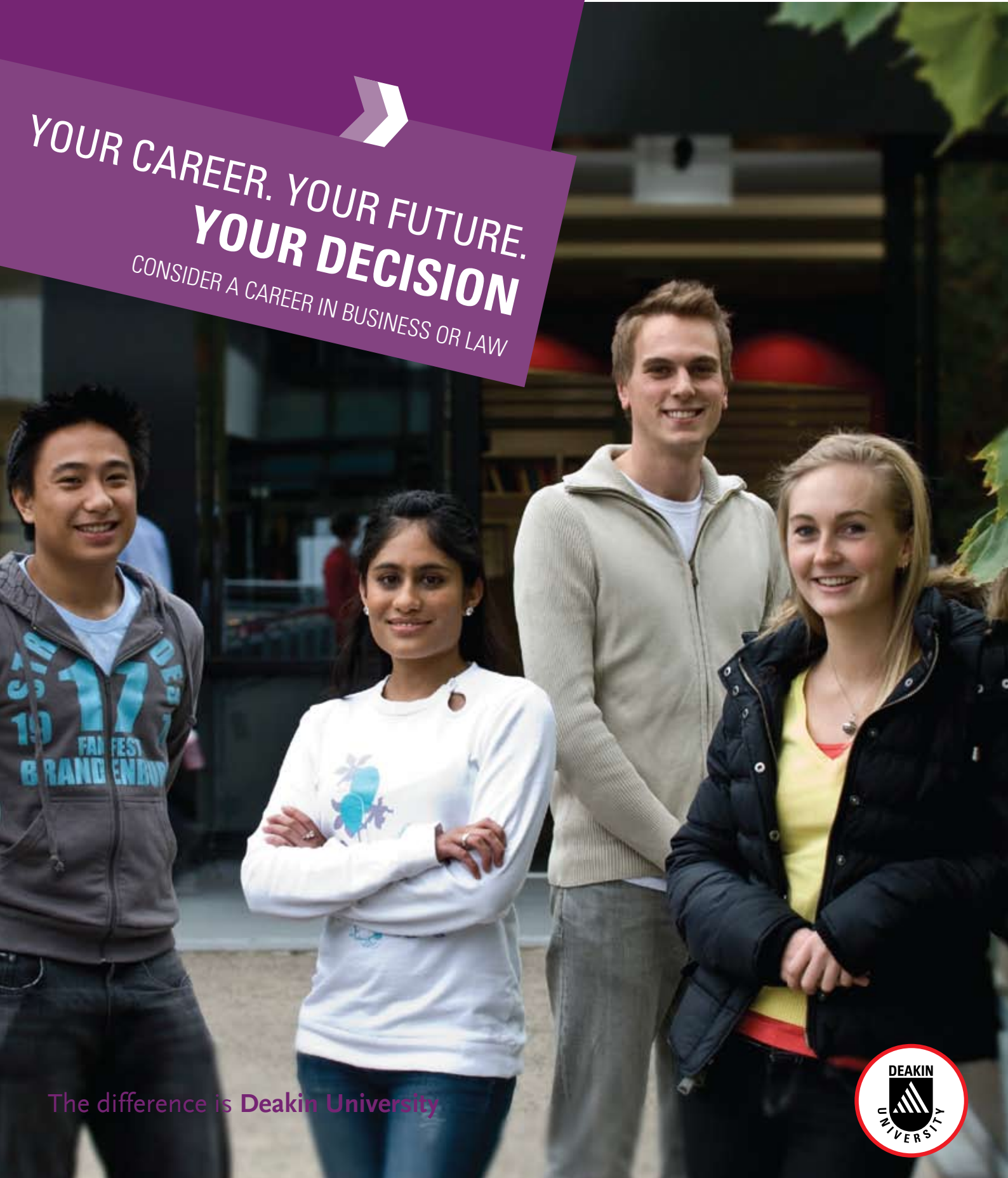


# DEAKIN

UNIVERSITY AUSTRALIA

YOUR CAREER. YOUR FUTURE.  
**YOUR DECISION**  
2009

YOUR CAREER. YOUR FUTURE.  
**YOUR DECISION**  
CONSIDER A CAREER IN BUSINESS OR LAW



The difference is Deakin University



# A career in business or law

## Is it for you?

You will spend a large part of your life working, so choosing a career that is right for you is an important decision. When you choose to study at Deakin University you are getting a course that is backed by high quality, contemporary research and consultation with industry, employers, the professions and government and is designed to be relevant to your career and life aspirations.

### Your degree

The most widely known undergraduate course is a Bachelor degree. It generally takes three years of full-time study to complete; some take longer to complete.

### Credit points

Credit points are a measure of student workload for each unit. Your program of units will accumulate credit points towards your degree.

### Major sequence

A major sequence is the major area studied as a specialisation of an undergraduate degree. In fact, why specialise in just one area when you can choose a number of major sequences of study that suit your interests and career aspirations.

### Electives/units

You will study a number of compulsory (core) units and a number of electives – units that are of most interest/relevance to you. These units may be chosen to complement your major area of study.

### Combined courses

Some degrees are flexible, enabling students to combine subjects from many areas. A combined course allows you to study two degrees in a reduced time. They usually range in duration from four to five years of full-time study. Combined courses equip graduates with expertise in complementary disciplines and can lead to enhanced career prospects. As such, combined courses are increasingly popular.

### Flexible study options

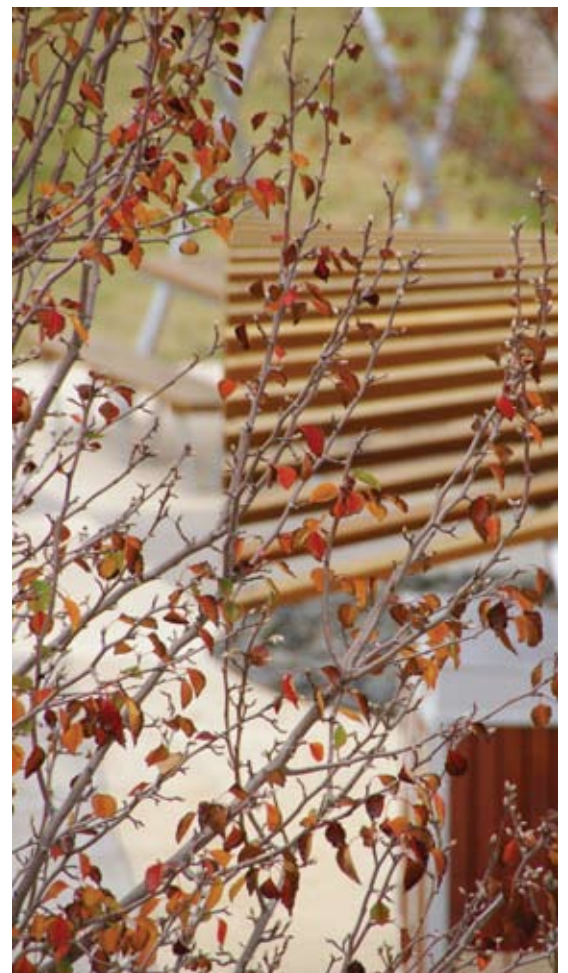
University life is about experience as well as gaining a qualification for your future. At Deakin you will have many opportunities to extend and enhance your formal studies. You can study abroad at one of Deakin's many partner universities overseas; complete a Business Internship program in Australia or internationally; enrol in one of the Faculty's many overseas study programs; represent Deakin at the prestigious Willem C Vis International Commercial Arbitration Moot in Vienna – the world is your classroom!

### Scholarships

The Faculty offers Alfred Deakin Scholarships in Law, the Dean's Scholars Program and Commerce Scholarships. The full range of scholarship opportunities offered by Deakin University is available at [www.deakin.edu.au/scholarships](http://www.deakin.edu.au/scholarships).

### Course advice

You will benefit from speaking to one of our course advisers to help you in planning unit choices for your degree.



## ACCOUNTING

Accountants analyse, report and give advice on the financial dealings of organisations and individuals. They summarise the activities and worth of an organisation in a manageable way, forming the basis for review, decision and action throughout virtually every layer of business and government. Accountants also advise on associated record-keeping, government requirements and solve business problems associated with accounting. The opportunities for accounting graduates are numerous and in demand.

### YOUR CAREER

Accounting graduates can have a rewarding career in professional practice with large firms around the world, or small local firms. Accountants are required by companies in industry and commerce, local government and financial services.

### THE COURSE

**Bachelor of Commerce** with a major sequence in Accounting (BGWX)

**Bachelor of Management** with a major sequence in Accounting (BGWX)

**Bachelor of Business Information Systems** with a major sequence in Accounting (BG)

## ACCOUNTING INFORMATION SYSTEMS

Accounting Information Systems looks at the interaction between information and communications technologies and the formal systems of financial control required by business. It reflects the central importance of accounting information in business information systems processes and requirements. This major sequence will equip students with an understanding of the complexities of managing and auditing business systems which rely on information and communications technology. Students will benefit from a deeper understanding of accounting systems when designing and implementing business systems.

### YOUR CAREER

In the current global business world information and communication technologies are vital to success. Accountants increasingly rely on the ability to use and understand business data and information systems. Anyone planning a career in accounting would benefit from this major sequence.

### THE COURSE

**Bachelor of Commerce** with a major sequence in Accounting Information Systems (BGX)

**Bachelor of Management** with a major sequence in Accounting Information Systems (BGX)

**Bachelor of Business Information Systems** with a major sequence in Accounting Information Systems (BG)

## BUSINESS DATA ANALYSIS

Business Data Analysis provides students with an in-depth understanding of statistical, mathematical and econometric methods with applications drawn from economics, finance, marketing and management. This discipline is concerned with the use of data to support business decision making processes and is critical to the effective operation of any business. This major sequence provides an opportunity to critically think and analyse real world issues in business and equips students with quantitative skills which they can apply later in their professional careers.

### YOUR CAREER

Economists, financial, business and investment analysts all rely on their skills in Business Data Analysis. Careers exist in public and private companies, government and the finance sector.

### THE COURSE

**Bachelor of Commerce** with a major sequence in Quantitative Business Analysis (BG)

**Bachelor of Business Information Systems** with a major sequence in Quantitative Business Analysis (BG)

## BUSINESS INFORMATION SYSTEMS

This major sequence explores how information and communications technologies such as personal computers, databases, networks and the internet can help businesses succeed in a globalised world. The topics explore how managers, employees and information systems specialists can solve modern business challenges with the help of business information systems. Students learn how to improve the experiences of people who use information systems in the workplace, including employees, managers, customers and suppliers. Many important information systems techniques are studied which are highly useful to students planning to work in commerce and management roles in Australia or overseas.

### YOUR CAREER

Due to the constant need to develop, manage and use information strategically, business information systems professionals have access to employment in just about every Australian industry, and all levels of government. This major sequence is designed to give you essential business skills, as well as developing expertise in information systems to achieve specialist career roles in corporate businesses and government. Career opportunities span every industry and almost every business process.

### THE COURSE

**Bachelor of Business Information Systems** (BG)

**Bachelor of Commerce** with a major sequence in Business Information Systems (BGX)

# BUSINESS SECURITY MANAGEMENT

Business Security Management focuses on information systems security in a corporate context. It looks at the design, management and security implications of electronic business transactions. It provides an understanding of data communication systems and teaches students how to design solutions to meet the information systems and security needs of an organisation. You will learn how to apply security techniques to protect the information within organisations. The focus of this major is on the legal, technical and theoretical aspects of business security management.

## YOUR CAREER

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

## THE COURSE

**Bachelor of Commerce** with a major sequence in Business Security Management (BGX)

**Bachelor of Management** with a major sequence in Business Security Management (BGX)

**Bachelor of Business Information Systems** with a major sequence in Business Security Management (BG)

# COMMERCIAL LAW

Commercial law experts deal with complex issues such as taxation, company reporting and contract management. Deakin's programs seek to provide students with a comprehensive understanding of all the main areas of commercial law. Opportunities for graduates following this major sequence exist in the corporate sector, public administration, local government and sports and leisure management. Consider studying commercial law if you have good written and oral communication skills, can analyse and solve problems logically and have an understanding of business principles.

## YOUR CAREER

Career opportunities exist as commercial law experts in private and public companies, government bodies and public services. A major sequence in Commercial Law will complement a career in accounting, finance, or real estate.

## THE COURSE

**Bachelor of Commerce** with a major sequence in Commercial Law\* (BGX)

**Bachelor of Management** with a major sequence in Commercial Law\* (BGX)

**Bachelor of Business Information Systems** with a major sequence in Commercial Law\* (BG)

\*This is a business major only. Students wishing to work as a barrister or solicitor should consider the Bachelor of Laws (LLB) (see Law heading)

### Key

B - Melbourne Campus at Burwood  
F - Geelong Waterfront Campus  
G - Geelong Campus at Warrn Ponds  
W - Warrnambool Campus  
X - Off campus



## eBUSINESS

eBusiness is also known as electronic business and professionals in this field have the ability to create and use a variety of communication systems in a business context. It focuses on the information systems and technology aspects of online business, including understanding the corporate policy issues and strategic opportunities eBusiness offers organisations. This major sequence prepares you for commerce in the 21st century.

## YOUR CAREER

Careers include eCommerce/eBusiness systems developer, eCommerce/eBusiness Internet consultant, web developer, eCommerce project manager, webmaster and electronic marketing manager.

## THE COURSE

**Bachelor of Commerce** with a major sequence in eBusiness (BGX)

**Bachelor of Business Information Systems** (BG)

## ECONOMICS

Economics is the study of how individuals, firms, governments and other decision makers make choices about how they should use resources. Economists perform tasks like business analysis, planning, forecasting and management. Economics is the fundamental discipline underpinning the study of most of the other business and commerce majors. This major sequence provides a foundation in economics – an important element of any business career or the basis of a specialist career in economic research and policy.

## YOUR CAREER

An economics major sequence can provide the background for careers in industry and finance as an analyst, forecaster, researcher or manager. In government, graduates work as policy researchers and administrators and in education as teachers. Employment is also found in the fields of finance, banking, public administration, manufacturing, retail trade, agriculture, mining, community organisations or construction. Typically, economists work as generalist managers in government and business in the public and private sector.

## THE COURSE

**Bachelor of Commerce** with a major sequence in Economics (BGX)

**Bachelor of Management** with a major sequence in Economics (BGX)

**Bachelor of Business Information Systems** with a major sequence in Economics (BG)



# FACILITIES MANAGEMENT

Facilities Management focuses on managing building and property assets and the role of those assets in achieving strategic business goals. It includes an understanding of issues such as the provision of space (renovation, refurbishment, adaptive reuse, demolition, new premises and renting/leasing considerations), occupational health and safety, sustainability and user productivity and satisfaction. In other words, it is the management of physical space for the wellbeing of the people it accommodates. Facilities are second only to human resources as the largest asset for an organisation. The role of the facilities manager is to ensure that the physical infrastructure is strategically aligned to the organisation's business priorities; financial, social and environmental objectives over the life cycle of property investment and ownership.

## YOUR CAREER

Business graduates with a major sequence in Facilities Management can expect to find employment as a facilities manager or in related roles as strategic analysts, planners and event managers. Facilities Management is a global profession and graduates can work internationally in a diverse range of fields including development management, construction project management, corporate real estate, strategic planning, space management, and workplace logistics.

## THE COURSE

**Bachelor of Commerce** with a major sequence in Facilities Management (G/F X)

**Bachelor of Management** with a major sequence in Facilities Management (G/F X)

# FINANCE

Finance is all about decision making. Do I buy or sell, invest or borrow? Every day around the world finance specialists are making these decisions. These specialists research and analyse the financial aspects of organisations and provide advice on investments. You will gain a broad understanding of the structure and operations of financial markets in Australia, together with the theory and techniques underlying financial management.

## YOUR CAREER

The finance major sequence is designed to equip graduates for entry into the finance and investment areas in business organisations, firms in the finance industry or government sector.

As a graduate you may find employment opportunities in banking, broking, credit analysis, funds management, insurance, international finance, risk management, securities analysis or treasury management.

## THE COURSE

**Bachelor of Commerce** with a major sequence in Finance (BGX)

**Bachelor of Management** with a major sequence in Finance (BGX)

**Bachelor of Business Information Systems** with a major sequence in Finance (BG)

# FINANCIAL PLANNING

Financial Planning examines the practical and theoretical aspects of investment analysis, superannuation and taxation. Financial planners have the skills and knowledge to help people to achieve their financial goals. Financial planners are innovators, lateral thinkers. They look at issues such as family education needs, retirement planning and investment, and estate planning. The financial planning major sequence is industry relevant.

## YOUR CAREER

Typically, financial planning graduates work in financial planning firms, accounting firms and financial institutions.

## THE COURSE

**Bachelor of Commerce** with a major sequence in Financial Planning (BGX)

**Bachelor of Management** with a major sequence in Financial Planning (BGX)

**Bachelor of Business Information Systems** with a major sequence in Financial Planning (BG)

# HEALTH INFORMATICS

Health informatics focuses on the relationship between information systems and health. Acquisition, storage, retrieval and use of information in a health context and ways in which the information is used and protected are key areas of study. Health informatics aims to teach students how to use new technologies, methods and techniques in order to develop and manage health care information systems and services, how to evaluate the implications of new health care systems on the information and knowledge society and how to apply concepts and technologies of the information age to develop and manage information systems that will improve health care services and thus community health.

## YOUR CAREER

Careers in the health care industry include data/information managers, project manager, systems analyst, programmer or clinical administrator. Careers also exist in government and private organisations processing, administering and managing health data.

## THE COURSE

**Bachelor of Commerce** with a major sequence in Health Informatics (BGX)

**Bachelor of Management** with a major sequence in Health Informatics (BGX)

**Bachelor of Business Information Systems** with a major sequence in Health Informatics (BG)

# HUMAN RESOURCE MANAGEMENT

The Human Resource Management major sequence prepares students for a career in people management, one of the fastest growing fields of professional employment. Areas covered include, recruitment, selection, training and development, workplace diversity, employment relations, performance and change management, remuneration as well as counselling, mediation and negotiation skills. Whether you intend to become an Human Resources professional or simply want to develop your expertise in this dynamic area to complement other studies, the Human Resource Management major sequence will be a rewarding and valuable course of study.

## YOUR CAREER

Opportunities exist in dedicated recruitment firms or in the human resources department of organisations in all areas of business and government.

Other career options include working in training and development or as an equal opportunity officer.

## THE COURSE

**Bachelor of Commerce** with a major sequence in Human Resource Management (BGX)

**Bachelor of Management** with a major sequence in Human Resource Management (BGX)

**Bachelor of Business Information Systems** with a major sequence in Human Resource Management (BG)

**Bachelor of Management / Advanced Diploma of Tourism Management** with a major sequence in Human Resource Management (B)

# INTERACTIVE MARKETING

Interactive marketing is the use of an interactive medium, such as the Internet, to supplement the marketing a product or organisation. It introduces innovative strategies to utilise internet applications for business communication and online marketing. It provides students interested in marketing with specialist skills in the area of Internet marketing and customer relationship management. Students will gain a sound understanding of how information and communications technologies may be used as an integral part of marketing communications in organisations.

## YOUR CAREER

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

## THE COURSE

**Bachelor of Commerce** with a major sequence in Interactive Marketing (BX)

**Bachelor of Business Information Systems** with a major sequence in Interactive Marketing (B)

# INTERNATIONAL BUSINESS

An understanding of the international business environment can turn a small business into a global giant. The International Business major sequence develops skills for international markets analysis and the personal skills and attitudes required to successfully engage in international business. This major sequence includes units with an international focus drawn from a wide range of business disciplines.

## YOUR CAREER

Opportunities exist working with economic or management consultancies, financial institutions, government bodies, industry associations and major corporations and may work in multi-national organisations or in government.

## THE COURSE

**Bachelor of Commerce** with a major sequence in International Business (B)

**Bachelor of Business Information Systems** with a major sequence in International Business (B)

# INTERNATIONAL TRADE

The international trade major sequence will allow students to gain a sound understanding of the economics of trade and the institutions and market structures underlying global commerce. The major provides students with a background in economics with a focus on international trade that businesses need to be successful in the global economy.

International Trade examines the economic, political and cultural characteristics of the major trading regions, including North America, Western and Eastern Europe and the Middle East, with a strong emphasis on Asian trade.

## YOUR CAREER

Graduates may work in multi-national organisations or in government. Graduates can be found working in all aspects of international business, both in Australia and overseas, undertaking roles in trade promotion, government departments, banking and general business management.

## THE COURSE

**Bachelor of Commerce** with a major sequence in International Trade (BGX)

**Bachelor of Management** with a major sequence in International Trade (BGX)

**Bachelor of Business Information Systems** with a major sequence in International Trade (BG)

## LAW

Law is a challenging and intellectually demanding discipline, that is socially and personally rewarding. Studies in Law will give you the opportunity to develop outstanding conceptual, communication and analytical skills. Deakin's Law course incorporates professional experience and online learning into the curriculum to give you the skills and attributes you need for professional success. Our Practical Legal Skills program such as mooting, mediation, arbitration and witness examination complement the rigorous academic program.

## YOUR CAREER

As a graduate you may find employment in a diverse range of fields including as a barrister, corporate lawyer, solicitor, business manager, company administrator, industrial relations officer or research officer. Graduates may also work in educational institutions, government services, law reform, legal aid or public administration.

## THE COURSE

**Bachelor of Laws**  
(BGW\*X)

\*first two years offered at Warrnambool

## MANAGEMENT

Management is the procedures and systems used in an organisation to assess how individuals and the organisation can best operate. Studying Management will give you an understanding of the latest practices and perspectives on key issues such as change, innovation and technology, globalisation, quality, and employee participation and performance. In addition, Management studies seek to develop the generic skills of communication, problem solving, planning, organising, managing change and working cooperatively with others.

## YOUR CAREER

As a graduate, you may find employment in the private and public sectors, logistics and operations or strategic planning. Management offers career opportunities in a wide variety of business arenas domestically and internationally. Positions may include business analyst, customer relations manager, market researcher, training and development officer, event manager, business security consultant, internet administrator.

## THE COURSE

**Bachelor of Commerce**  
with a major sequence in  
Management (BGWX)

**Bachelor of Management**  
(BGWX)

**Bachelor of Business  
Information Systems**  
with a major sequence in  
Management (BG)



## MARKETING

Marketing involves developing, maintaining and enhancing relationships with customers either in groups or as individuals. The Marketing major sequence is designed to prepare students for this vital organisational role.

Modern marketing is about adding value to the customer experience and building a relationship between buyers and sellers that benefits both. Organisations that can attract, satisfy and keep its customers will be more likely to be successful and grow. This is why marketing graduates are in demand across a wide range of business and organisations, including governments and non-profit bodies.

### YOUR CAREER

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

### THE COURSE

**Bachelor of Commerce**  
with a major sequence in Marketing (BGWX)

**Bachelor of Management**  
with a major sequence in Marketing (BGWX)

**Bachelor of Management/  
Advanced Diploma of Tourism  
Management**  
with a major sequence in Marketing (BW)

**Bachelor of Management/  
Advanced Diploma in  
Hospitality**  
with a major sequence in Marketing (W)

**Bachelor of Business  
Information Systems**  
with a major sequence in Marketing (BG)

## PROFESSIONAL PRACTICE

The Professional Practice major sequence is for students who want to develop additional skills important in today's business world. The Professional Practice major sequence will teach students how to manage business information and intelligence to make good business decisions, communicate effectively in the workplace, understand the importance of business ethics, and put these skills to work in businesses of all sizes. These skills are becoming increasingly important in today's contemporary corporate world.

### YOUR CAREER

Professional Practice will enhance your practical experience and prepare you for a business career in your chosen discipline area.

### THE COURSE

**Bachelor of Commerce**  
with a major sequence in Professional Practice (BGX)

**Bachelor of Management**  
with a major sequence in Professional Practice (BGX)

**Bachelor of Business  
Information Systems**  
with a major sequence in Professional Practice (BG)



## SPORT DEVELOPMENT

Sport development is about increasing participation in sport. This can involve designing systems to attract, retain and nurture participants, or using sport as a tool in community development. Sport Development is unique because it has three main streams of study: sport management and marketing; sport coaching; and sport and exercise science. This specialist field is concerned with increasing participation in sport through the design of sport systems and pathways in order to attract, retain and nurture participants.

### YOUR CAREER

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

### THE COURSE

**Bachelor of Sport Development (B)**

## SPORT MANAGEMENT

Sport Management equips students with the business skills required in the sport industry. In response to the demand for effective managers in sport, and the recognition of the importance of the business of sport to Australia, the Bachelor of Commerce - major sequence in Sport Management provides a broad business degree coupled with specialist knowledge in sport management. Offering the unique opportunity to major in sport management, students can also broaden their knowledge across a range of other areas including; management, marketing, finance, economics, information systems and law.

### YOUR CAREER

Career opportunities in sport management have expanded considerably in the past ten years. Sports including Australian football, basketball, cricket, tennis and golf, plus national and state sporting organisations all require professionally trained people. In addition, there is a need for qualified people to manage facilities catering for sport from a local level through to facilities hosting national and international competition.

### THE COURSE

**Bachelor of Commerce** with a major sequence in Sport Management\* (B)

**Bachelor of Exercise and Sport Science/Bachelor of Commerce**

with a major sequence in Sport Management (B)

\* separate intake

## SUPPLY CHAIN MANAGEMENT

Supply Chain Management is about managing the flow of materials, information, and finances as they move from supplier to manufacturer to wholesaler to retailer to end-consumer. It involves coordinating and integrating these activities within and among companies effectively and efficiently. The increasing worldwide competition of business has forced companies to adopt state-of-the-art, global supply chain management approaches. This major sequence provides students with an understanding of best practice global supply chain management and allows students to broaden their choice of career and industry they would like to work in.

### YOUR CAREER

Careers in supply chain management exist in a range of industries such as retail, transport, manufacturing, and many more. Positions include warehouse manager, supply chain manager, purchasing manager, transportation manager, operations manager, eBusiness manager, electronic trading manager, order fulfilment manager, strategic sourcing manager, logistics manager, and procurement manager.

### THE COURSE

**Bachelor of Business Information Systems** with a major sequence in Supply Chain Management (BG)

## TECHNOLOGY MANAGEMENT

The Technology Management major sequence looks at the role of technology in organisations and its impact on the people who make up the organisation. This is achieved by including studies in Human Resource Management and Organisational Behaviour. This major sequence complements the more technical studies in engineering and Information Systems and provides a useful introduction to the importance of understanding and managing these important tools.

### YOUR CAREER

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

### THE COURSE

**Bachelor of Commerce** with a major sequence in Technology Management (GX)

**2008 Deakin University Open Days**  
**Geelong Campus at Wairn Ponds** Sunday 10 August  
**Geelong Waterfront Campus** Sunday 10 August  
**Warrnambool Campus** Sunday 17 August  
**Melbourne Campus at Burwood** Sunday 24 August

[www.deakin.edu.au/openday](http://www.deakin.edu.au/openday)

**More information | Faculty of Business and Law**  
**Email | [enquiry@deakin.edu.au](mailto:enquiry@deakin.edu.au)**  
**Phone | 1300 DEGREE (1300 334733)**