

What can I do with my TAFE qualification? Business, Commerce & Management



** Please note – the information contained in this handout is accurate as at January 2011. Information regarding employment prospects/salary/growth is based on information derived from www.skillsinfo.gov.au, www.joboutlook.gov.au and Careers and Employment's own research.

2011

Please note: the information contained in this document was current as of January 2011. Refer to www.swinburne.edu.au/courses/ for the most recent updates. Refer to the School of Business website www.tafe.swinburne.edu.au/business-commerce for further information and a list of the courses offered in this area.

Industry Overview

This area of study broadly covers the principles and practices relevant to business in today's global economy. More specifically, it incorporates a variety of sectors encompassing a multitude of employment opportunities. A major advantage of choosing a TAFE qualification in the business sector is that you can build skills in a precise discipline of interest or choose a course that develops skills and knowledge applicable to a host of job roles and industry segments.

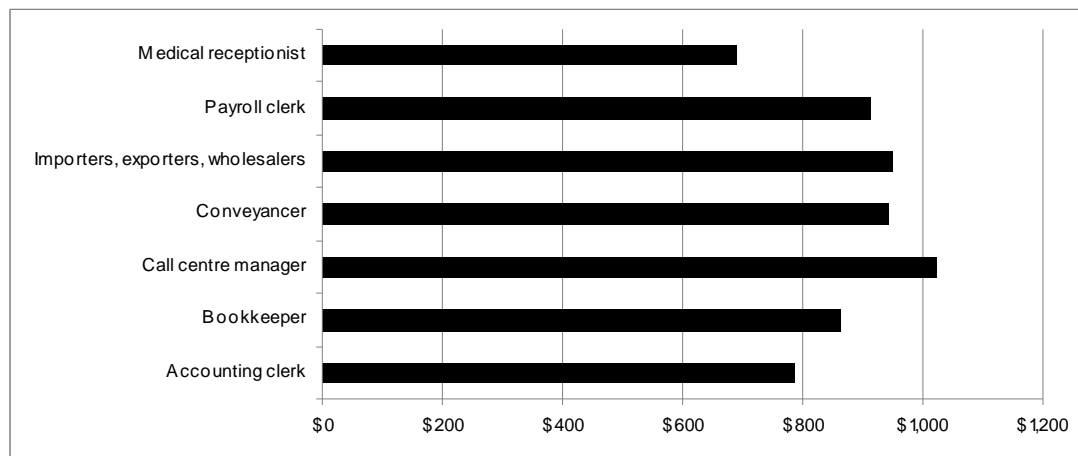
The Financial and Insurance Services industry employs approximately 396,000 persons, full time and part time, which is around 3.5 per cent of the total workforce. Over the past five years, employment in the industry has increased at a rate of 1.0 per cent per annum. Job growth in this industry has been volatile since the mid 1990s, with employment declining in the mid to late 1990s but increasing from the late 1990s to February 2007. The industry has been particularly affected by global financial conditions in the last three years, making it sensitive to changes in the macroeconomic environment, technology, industry policies and financial regulation. According to the Department of Education, Employment and Workplace Relations' publication *Employment Outlook*, Accounting, Finance and Management jobs are predicted to grow by 1.6% per annum in the five years to 2014-15, equating to 33,000 new jobs within the period.

Advertising, Market Research and Statistical Services offer a variety of careers for creative and talented people. Advertising Services is forecast to grow by 1.5% per annum and Market Research and Statistical Services by 0.8% per annum in the five years to 2014-15.

The four biggest employing industries of advertising, marketing and public relations graduates are professional, scientific and technical services, wholesale trade, manufacturing and retail trade. There are a smaller number of these professionals employed in other industries. The retail trade industry is the largest employing industry in Australia with more than 1.2 million workers, 10.8 % of the Australian work force as at January 2011. The retail industry is vulnerable to fluctuations in the economy. This industry has a relatively even distribution of full-time and part-time workers, which provides opportunities for students combining study and work. The industry is expected to grow slightly below average at 1.6% per annum in the five years to 2014-15. The size of the industry also provides good opportunities for workers in regional areas. A career in retail can assist in developing very marketable skills, including communication and interpersonal skills that are valued in any role.

Many people may also choose to study in the business commerce and management field to enable them to develop the skills necessary to start their own business. Starting a business can be an exhilarating and scary adventure. Even in industry sectors where large businesses dominate; their success is still dependent on the support and expertise of smaller businesses. The Australian Bureau of Statistics estimated that in June 2006 there were 1,646,344 small business operators.

Average weekly earnings before tax for a selection of TAFE Business career outcomes



Source: www.joboutlook.gov.au, accessed 7 December 2010

Job Titles

- Account Service Executive
- Accounts Manager
- Accounts Assistant
- Accounting Clerk
- Administrative Manager
- Administrative Officer
- Advertising Assistant
- Bookkeeper
- Brand Manager
- Call Centre Officer/Team Leader
- Conveyancer
- Copywriter
- Customer Service Assistant
- Direct Marketing Officer
- Export/Import Officer
- Executive Officer
- Freight Manager
- General Office Manager
- Human Resources Assistant
- Human Resources Assistant Manager
- Human Resources Assistant Officer
- Information Officer
- Import/Export Officer
- Law Clerk
- Legal Secretary
- Manager
- Marketing Officer
- Marketing Manager
- Marketing Research Assistant
- Medical Administrator
- Medical Receptionist
- Paralegal
- Payroll Assistant
- Payroll Officer
- Product Manager
- Program Consultant
- Program Coordinator
- Public Relations Officer
- Real Estate Agent
- Regional Manager
- Research Officer
- Retail Manager
- Sales Account Assistant
- Sales Agent
- Sales Representative
- State Manager
- Strategic Planner
- Team Leader
- Tax Agent

Accounting

Graduates can work in a variety of accounts-related areas, such as accountants, assistant accountants, accounts clerks or payroll assistants. Accounts clerks record and put together summaries of the financial transactions of a business for management purposes. A payroll assistant calculates, prepares and distributes wages, taking into account overtime and deductions such as tax, Medicare levy, health insurance payments and superannuation.

Job prospects for accounts clerks and assistant accountants are good and students with these qualifications can be employed in a range of industries, including professional, scientific, public administration and retail. Potential areas of work in the industry include financial accounting, company accounting, management accounting, internal control, taxation law, computer accounting and payroll. Employers value graduates with aptitude for numbers, good communication skills, ability to work as part of a team, and a professional and ethical approach to work.

Professional Associations include:

National Institute of Accountants (NIA)	www.nia.org.au
Association of Chartered Certified Accountants (ACCA)	www.accaglobal.com
Australian Financial Markets Association (AFMA)	www.afma.com.au
Chartered Institute of Management Accountants CPA Australia	www.cimaglobal.com/Our-locations/Australia/ www.cpaaustralia.com.au
Institute of Chartered Accountants in Australia	www.charteredaccountants.com.au
Taxation Institute of Australia	www.taxinstitute.com.au

Advertising

Students completing an Advertising program at Swinburne will be equipped to operate in a wide range of occupations within the industry. Job roles at an advertising agency include copywriter, MAC operator, web designer, art director, account executive, production manager, account coordinator, media planner, traffic manager and producer. A large number of graduates studying advertising also find a job in the broader area of marketing communications, including the sales departments of media companies, marketing departments of major organisations and not-for-profit organisations and in media agencies. Graduate skills are easily transferable to overseas markets and students can obtain valuable international experience in major creative centres such as New York, London and throughout Asia. Job prospects for Advertising and Marketing Professionals are good. Employment for Advertising and Marketing Professionals to 2014-15 is expected to grow very strongly. Employment in this very large occupation (53 600 in November 2009) rose strongly in the past five years, and rose very strongly in the long-term (ten years).

Professional Associations include:

Advertising Institute of Australasia	www.advertisinginstitute.org.au
Advertising Federation of Australia	www.afa.org.au
Australian Association of National Advertisers	www.aana.com.au

Bookkeeping

Bookkeepers are employed across several industries including: Professional, Scientific and Technical Services; Construction; Agriculture, Forestry and Fishing; and other services. A bookkeeper maintains and reconciles records of financial transactions (such as sales, income, wages and purchases) and prepares regular statements showing receipts, payments and balances of accounts. Every organisation, large and small, is required to 'keep books'. This career would suit people who enjoy working through documents, are organised and methodical and have good numerical ability. Job prospects for Bookkeepers are average. Employment for Bookkeepers to 2014-15 is expected to grow slightly. Employment in this very large occupation (114 000 in November 2009) fell slightly in the past five years, and remained relatively steady in the long-term (ten years).

Professional Associations include:

Institute of Certified Bookkeepers www.icb.org.au

Business / International Business

Students studying Business and International Business will gain knowledge and skills relating to business practices and theory, marketing and purchasing and selling products in the global market. Job opportunities include import/export officer, shipping coordinator, logistics and transport officer and customer service coordinator (imports and exports). Job prospects for Importers, Exporters and Wholesalers are average. Employment for Importers, Exporters and Wholesalers to 2014-15 is expected to grow strongly. Employment in this large occupation (24 500 in November 2009) rose strongly in the past five years, and in the long-term (ten years).

Business Administration

The Diploma of Business Administration will equip students with the skills to work effectively in administration roles such as administrative assistant, office administrator, accounts clerk or human resources officer. Job prospects for General Clerks are good. Employment for General Clerks to 2014-15 is expected to remain relatively steady. Employment in this very large occupation (156 400 in November 2009) fell in the past five years, but rose very strongly in the long-term (ten years). This is a very large occupation, and vacancy levels are high. Main employing industries that graduates can consider entering are Public Administration and Safety, Education and Training, Health Care and Social Assistance and Professional, Scientific and Technical Services.

Professional Associations include:

Chartered Secretaries Australia Ltd www.CSAust.com
Institute of Public Administration Australia www.ipaa.org.au
System Administrations Guild of Australia www.sage-au.org.au

Conveyancing

Conveyancers act for and on behalf of clients in the transfer of property ownership. Victorian Conveyancers must be licensed by the Business Licensing Authority (BLA). Graduates can operate their own conveyancing business if they meet all the criteria set by the BLA. Job prospects for Conveyancers are good. Employment for Conveyancers in 2014-15 is expected to grow moderately. Employment in this small occupation (8100 in November 2009, 10,500 in May 2010) rose moderately in the past five years, and remained relatively steady in the long-term (ten years), but with small occupations employment estimates can fluctuate.

Professional Associations include:
Australian Property Institute www.api.org.au

Frontline Management

Frontline Management courses are designed for those who are moving into supervisory positions, as well as those who have already developed supervisory skills on the job and wish to gain formal recognition of those skills. Careers as a supervisor, team leader and manager exist across all industries and occupations. Job prospects for managers are average to good and vary across industries.

Government / Local Government

These qualifications are suitable for people wishing to undertake a role within local government that focuses on the organisation's contact with the community and government planning regulations. These positions require providing some leadership and guidance to others and the application of a broad range of skills including the evaluation of current practices and the development of new procedures.

Human Resources

Students studying Human Resource Management will acquire a sound theoretical knowledge of human resource management applicable to support roles in human resources departments. The main areas of human resources in an organisation are training and development, statutory and compliance services, strategic planning and organisational development, knowledge management and personnel administration. The range of activities performed by a human resource professional will vary according to the size and activities of an organisation. Roles in human resources are available across the public and private sectors, including not-for-profit organisations. Job prospects for Human Resource Professionals are good.

Employment for Human Resource Professionals to 2014-15 is expected to grow very strongly. Employment in this very large occupation (52 900 in November 2009) rose moderately in the past five years, and rose slightly in the long-term (ten years).

Professional Associations:
Australian Institute of Human Resources www.ahri.com.au

Legal Practice

Students completing qualifications specialising in Legal Practice can find work providing guidance and services to clients in a legal environment as a law clerk, legal secretary or paralegal. These roles provide operational and administrative support to legal professionals. Job prospects for Court and Legal Clerks are good. Employment for Court and Legal Clerks to 2014-15 is expected to grow strongly. Employment in this medium sized occupation (13 500 in November 2009) rose strongly in the past five years, and rose moderately in the long-term (ten years).

Library/Information Systems

The Library/Information Systems course prepares students to work as library technicians and library assistants, as well as in other roles including records coordinator, customer service officer and data researcher. A TAFE Library and Information Systems course is competency based, has a practical, 'hands-on' emphasis, is offered full-time over two years or equivalent part-time, will open the door to many opportunities in the sector and enables you to apply for Australian Library and Information Association

membership as a library technician. Job prospects for Gallery, Library and Museum Technicians are average. Employment for Gallery, Library and Museum Technicians to 2014-15 is expected to grow slightly. Employment in this very small occupation (5600 in November 2009 to 6200 in May 2010) remained relatively steady in the past five years, and rose slightly in the long-term (ten years), but with very small occupations employment estimates can fluctuate.

Management

Individuals wishing to move into team leader or managerial roles in small, medium and large organisations in all sectors of industry will benefit from skills and knowledge provided by the Diploma of Management course. Managers require excellent communication and organisational skills, and particularly the ability to think strategically and provide leadership for teams and business units. Students can expect to apply skills such as managing finances and budgets, analysing and presenting research and team performance management to progress their careers in managerial roles.

Marketing

Entry-level roles as marketing officers or marketing coordinators can kick-start careers in an industry that provides great opportunities to work in a variety of jobs. The main employers are fast-moving consumer goods (FMCG) services, not-for-profit, government and marketing agencies. Specialist areas for marketers include marketing communications, direct marketing, product branding and telemarketing. Marketing roles are in high demand and often attract talented students. Contracting opportunities are a good way of getting a foot in the door before deciding on a suitable industry. Contract roles for those with communications and public relations skills are particularly popular in the government sector. Job prospects for Advertising and Marketing Professionals are good. Employment for Advertising and Marketing Professionals to 2014-15 is expected to grow very strongly.

Medical Administration

The Medical Administration course equips students with the knowledge and skills to work effectively as medical administrators and medical secretaries. Job opportunities are available in public and private hospitals and private general and specialist practices. Many practices advertise vacancies directly through major online job seeking websites.

Occupational Health and Safety

Good occupational health and safety (OH&S) practices are essential for preventing illness and injury in the workplace, and to ensure a safer working environment. Job prospects are very good for Occupational Health and Safety Professionals; working full-time, earnings are high. Whilst job roles and titles vary across different industry sectors, this qualification is ideal for those seeking careers as a human resource (HR) officer, safety officer, OH&S officer, OHS Manager or Senior OHS officer.

Project Management

Students wishing to gain formal project management qualifications at Swinburne will have demonstrated previous industry experience in an appropriate area of responsibility. Project management careers can take a variety of forms across industries, including project change coordinator, delivery manager and strategic planning team leader. Salaries for project managers will vary across industries but are generally at the executive level, reflecting several years of experience in a particular sector or area of responsibility.

Public Relations

Public relations roles exist in a range of sectors, including PR agencies and firms, government, corporations and not-for-profit organisations in entry-level positions as communications assistants and public relations officers. Essential skills required to succeed in a public relations career include initiative, a practical attitude and attention to detail. Public relations agencies and firms are often located in major capital cities and may be generalist full-service consultancies or specialise in a particular area of public relations practice, such as community events. The government also provides many opportunities in public relations across local, state and federal departments.

Real Estate

Employment prospects in this very large field are average. However employment for Real Estate Sales Agents to 2014-15 is expected to grow strongly. People working in real estate need to exercise dedication and care and have a keen eye for detail. In addition, confidence, commitment to the industry and clients, and strong communication and negotiation skills are essential.

Retail Management

Retail Trade employs approximately 1,211,000 persons, full time and part time, which is around 10.8 per cent of the total workforce. Over the past five years, employment in the industry has increased at a rate of 0.4 per cent per annum. The Retail Management courses provide students with the skills necessary to operate as a manager. With appropriate experience, career paths open to individuals include Management and executive positions in retail organisations, including suppliers and franchise operations.

Small Business Management

Operating across a range of industries, including manufacturing, business services, retail, transport and many others, small businesses are everywhere. Swinburne's Small Business Management course is designed to assist students to become a small business leader. Careers in small business have been increasing steadily in recent times. In 2000-02 the Australian Bureau of Statistics estimated that there were 1,233,200 private sector small businesses in Australia, representing 97% of private sector businesses and employing almost 3.6 million people. It is estimated that in June 2006 there were 1,646,344 small business operators. The course is also useful for anyone wishing to learn entrepreneurial skills, such as bank managers, senior employees and insurance agents.

Further Study and Pathways

For a full list of credit pathways and requirements, see the Swinburne website:

www.future.swinburne.edu.au/pathways

For entry and admission requirements: www.swinburne.edu.au/courses

References and Relevant Websites

- Australian Library and Information Association www.alia.org.au
- Financial Services Institute of Australia www.finsia.com
- Skills Info website www.skillsinfo.gov.au
- Australian Bureau of Statistics www.abs.gov.au
- AusTrade www.austrade.com/Financial-services/default.aspx
- Job Outlook www.joboutlook.gov.au
- My Future www.myfuture.edu.au
- The Institute of Certified Bookkeepers www.icb.org.au

What help does Swinburne Careers and Employment offer?

Career Services

- Career Counselling for Students
- Careers in the Curriculum (CIC) – Higher Education Students
- Plan Skills Development
- Career Seminars/Workshops for Students
- Resume and Cover Letter Checks
- Interview Practice
- Student Recruitment Service (Final Year Students)

Career Resources

- Career Resource Library
- Job Search Handouts
- Interactive Career Planning
- What Can I Do With My Degree/TAFE Qualifications? (see website for resource)

SwinEmploy Employment Service

- All job advertisements for graduate placements, casual, vacation, part-time and full-time employment
- Links to employer websites
- Enables students to book online for events such as workshops, employer information sessions and interviews
- Access to Going Global (over 10,000 job vacancies listed across Europe, Asia-Pacific, UK and US. Global key employer directories, work permits & visa regulations, country-specific cultural & interviewing advice & more).

Download Careers and Employment job search handouts from SwinEmploy, including:

- Addressing Selection Criteria
- Assessment Centres
- Cover Letters or Letters of Application
- Curriculum Vitae or Resume
- Employer Expectations of Graduates
- Interviews - How to Plan, Prepare and Perform
- Informational Interviewing
- Job Hunting
- Networking: What Is It and How Do You Do It?
- Online Applications
- Psychometric Tests
- Skills and Attributes
- Thinking About Changing Your Course?
- Tips for facing the work environment and your first professional job

Careers & Employment

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