Business and Management (continued)

Logistics ......................................................... 3-12
Bachelor of Business (Logistics and Supply Chain Management) ................................................. 3-12

Management ..................................................... 3-12
Bachelor of Business (Management) .................................................................................. 3-12
Diploma of Management ........................................................................................................ 3-13
Certificate IV in Frontline Management ............................................................................... 3-13

Marketing .......................................................... 3-13
Bachelor of Business (Marketing) .......................................................................................... 3-13
Diploma of Marketing ............................................................................................................. 3-14
Certificate IV in Marketing .................................................................................................... 3-14

Medical administration .................................................. 3-14
Certificate IV in Business Administration (Medical) .............................................................. 3-14

Occupational health and safety .......................................... 3-15
Advanced Diploma of Occupational Health and Safety ....................................................... 3-15
Diploma of Occupational Health and Safety ........................................................................ 3-15
Certificate IV in Occupational Health and Safety .................................................................. 3-15

Project management .................................................... 3-15
Diploma of Project Management ............................................................................................ 3-15
Certificate IV in Project Management .................................................................................... 3-15

Public relations ......................................................... 3-16
Bachelor of Business (Public Relations) ................................................................................. 3-16
Diploma of Business (Public Relations) .................................................................................. 3-16

Quality auditing .......................................................... 3-16
Diploma of Quality Auditing .................................................................................................... 3-16

Real estate .......................................................... 3-17
Certificate IV in Property Services (Real Estate) ...................................................................... 3-17

Sports management .......................................................... 3-17
Bachelor of Business (Sports Management) .......................................................................... 3-17

Tourism management .................................................. 3-17
Bachelor of Business (Tourism Management) ........................................................................ 3-17

Design

Communication design ..................................................... 4-1
Bachelor of Design (Communication Design) ........................................................................... 4-1
Bachelor of Design (Communication Design) (Honours) ................................................................ 4-1
Bachelor of Design (Communication Design)/ Bachelor of Business ........................................... 4-1

Design
Diploma of Design (UniLink) .................................................................................................... 4-2
Certificate IV in Design ............................................................................................................. 4-2
Certificate III in Design Fundamentals ..................................................................................... 4-2

Digital media design .................................................. 4-2
Bachelor of Design (Digital Media Design) ................................................................................ 4-2

Graphic design ......................................................... 4-3
Diploma of Graphic Design ....................................................................................................... 4-3

Industrial design ......................................................... 4-3
Bachelor of Design (Industrial Design) ....................................................................................... 4-3

Interior architecture ...................................................... 4-3
Bachelor of Design (Interior Architecture) .................................................................................. 4-3

Interior design .......................................................... 4-4
Diploma of Interior Design and Decoration .............................................................................. 4-4

Landscape design .......................................................... 4-4

Photography ......................................................... 4-4
Diploma of Photo Imaging ........................................................................................................ 4-4

Product design engineering ................................................. 4-4

Visual arts .......................................................... 4-4
Diploma of Visual Arts ............................................................................................................. 4-4

Visual merchandising ..................................................... 4-5
Diploma of Visual Merchandising ............................................................................................. 4-5

Digital Media

Animation .............................................................................. 5-1

Digital and interactive games ............................................. 5-1
Diploma of Digital and Interactive Games .............................................................................. 5-1
Certificate IV in Digital and Interactive Games ........................................................................ 5-1

Digital media ......................................................... 5-1
Bachelor of Arts (Digital Media) .............................................................................................. 5-1

Digital media design ..................................................... 5-1
Diploma of Digital Media Technologies ..................................................................................... 5-1
Certificate IV in Digital Media Technologies ............................................................................. 5-2

Games and interactivity ............................................................. 5-2
Bachelor of Arts (Games and Interactivity) .............................................................................. 5-2
Bachelor of Computer Science ................................................................................................ 5-2

Games development .......................................................... 5-3

Screen and media .......................................................... 5-3
Advanced Diploma of Screen and Media specialising in Digital Media ...................................... 5-3
Diploma of Screen and Media .................................................................................................. 5-3

Engineering

Biomedical .......................................................... 6-1
Bachelor of Engineering (Biomedical) (Honours) ..................................................................... 6-1

Building .......................................................... 6-1
Advanced Diploma of Building Design (Architectural) ............................................................. 6-1
Diploma of Building and Construction (Building) ..................................................................... 6-2
Certificate IV in Building and Construction (Building) ............................................................ 6-2

Civil engineering .......................................................... 6-2
Bachelor of Engineering (Civil) (Honours) ................................................................................ 6-2
Bachelor of Engineering (Civil Engineering)/Bachelor of Business ............................................. 6-3

Computer systems technology ............................................... 6-3

Electrical .......................................................... 6-3
Advanced Diploma of Engineering Technology – Electrical specialising in Industrial Automation and Control ................................................................................................................. 6-3

Electrical and electronic engineering .................................................. 6-3
Bachelor of Engineering (Electrical and Electronic) (Honours) .................................................. 6-3
Bachelor of Engineering (Electrical and Electronic Engineering)/ Bachelor of Business ........................................... 6-4

Electronics and communications engineering ............................................. 6-4
Advanced Diploma of Electronics and Communications Engineering ........................................ 6-4
Certificate III in Electronics and Communications .................................................................... 6-4
**Engineering (continued)**

- Electronics and computer systems ................................................................. 6-5  
  - Bachelor of Engineering (Electronics and Computer Systems) (Honours) .................. 6-5  
  - Bachelor of Engineering (Electronics and Computer Systems)/Bachelor of Business .......................................................... 6-5  
  - Bachelor of Engineering (Electronics and Computer Systems)/Bachelor of Computer Science ................................................. 6-5

- Engineering ........................................................................................................... 6-6  
  - Diploma of Engineering (UniLink) ................................................................. 6-6  
  - Associate Degree in Engineering ............................................................... 6-6

- Engineering (Post-trade) ..................................................................................... 6-6  
  - Certificate IV in Engineering with streams in CNC Machining and Maintenance Fluid Power ......................................................... 6-6

- Engineering technology ...................................................................................... 6-7  
  - Advanced Diploma of Engineering Technology with streams in Civil Engineering, Mechanical Engineering, and Robotics and Mechatronics ........................................ 6-7

- Mechanical engineering ...................................................................................... 6-7  
  - Bachelor of Engineering (Mechanical) (Honours) ...................................... 6-7  
  - Bachelor of Engineering (Mechanical Engineering)/Bachelor of Business ................................................................. 6-8

- Product design engineering .................................................................................. 6-8  
  - Bachelor of Engineering (Product Design) (Honours) .................................. 6-8

- Renewable energy technology ............................................................................ 6-9  
  - Certificate IV in Renewable Energy ............................................................. 6-9

- Robotics and mechatronics ................................................................................ 6-9  
  - Bachelor of Engineering (Robotics and Mechatronics) (Honours) .............. 6-9  
  - Bachelor of Engineering (Robotics and Mechatronics)/Bachelor of Business .................................................................................. 6-9  
  - Bachelor of Engineering (Robotics and Mechatronics)/Bachelor of Computer Science ................................................................. 6-10

- Software engineering .......................................................................................... 6-10

- Telecommunication and network engineering .................................................. 6-10

**Environment and Land Management**

- Carbon management .......................................................................................... 7-1  
  - Diploma of Carbon Management ................................................................. 7-1

- Conservation and land management ................................................................ 7-1  
  - Diploma of Conservation and Land Management ........................................ 7-1  
  - Certificate IV in Conservation and Land Management ..................................... 7-1

- Horticulture ......................................................................................................... 7-1  
  - Diploma of Horticulture .............................................................................. 7-1

- Landscape design ................................................................................................ 7-2  
  - Diploma of Sustainable Landscape Design ................................................. 7-2

- Sustainability ........................................................................................................ 7-2  
  - Diploma of Sustainability ............................................................................ 7-2

**Film and Television**

- Animation ............................................................................................................. 8-1  
  - Bachelor of Film and Television (Animation) ................................................. 8-1

- Film and television ............................................................................................. 8-1  
  - Bachelor of Film and Television .................................................................. 8-1

**Screen and media** .............................................................................................. 8-1  
  - Advanced Diploma of Screen and Media specialising in Film and Television ................................................................. 8-1  
  - Diploma of Screen and Media .................................................................... 8-2

**Health Sciences and Community Care**

- Aged care ............................................................................................................. 9-1  
  - Certificate III in Aged Care ........................................................................... 9-1  
  - Certificate III in Home and Community Care ............................................. 9-1

- Children's services .............................................................................................. 9-1  
  - Diploma of Children's Services (Early Childhood Education and Care) ........ 9-1  
  - Certificate III in Children's Services ............................................................. 9-1

- Community health .............................................................................................. 9-2  
  - Bachelor of Community Health .................................................................. 9-2  
  - Associate Degree of Health and Community Care ..................................... 9-2

- Community services work .................................................................................. 9-2  
  - Diploma of Community Services Work ....................................................... 9-2  
  - Certificate IV in Community Services Work ................................................. 9-3

- Education ............................................................................................................. 9-3  
  - Bachelor of Education (Early Childhood) ................................................... 9-3

- Health assistance ............................................................................................... 9-3  
  - Certificate III in Health Services Assistance ................................................ 9-3

- Health science .................................................................................................... 9-4  
  - Bachelor of Health Science ......................................................................... 9-4

- Mental health ...................................................................................................... 9-4  
  - Certificate IV in Mental Health ..................................................................... 9-4

- Nursing ................................................................................................................. 9-5  
  - Advanced Diploma of Nursing (Enrolled/Division 2 Nursing) .................... 9-5  
  - Diploma of Nursing (Enrolled-Division 2 Nursing) .................................... 9-5

- Public and environmental health ....................................................................... 9-5  
  - Bachelor of Health Science (Public and Environmental Health) ............... 9-5

**Information and Communication Technologies**

- Business information systems .......................................................................... 10-1  
  - Bachelor of Business Information Systems .................................................. 10-1  
  - Bachelor of Business Information Systems/Bachelor of Business ............ 10-1

- Computer science ............................................................................................ 10-1  
  - Bachelor of Computer Science .................................................................. 10-1

- Computer systems technology .......................................................................... 10-2  
  - Advanced Diploma of Computer Systems Technology ............................. 10-2  
  - Certificate IV in Computer Systems Technology ......................................... 10-2

- Games development .......................................................................................... 10-2  
  - Bachelor of Science (Games Development) ................................................ 10-2

- Games and interactivity ..................................................................................... 10-2

- Information and communication technology ................................................ 10-2  
  - Bachelor of Information and Communication Technology ....................... 10-2  
  - Certificate III in Information, Digital Media and Technology ....................... 10-3
Information and Communication Technologies (continued)

Information technology ................................................................. 10-3
Bachelor of Information Technology ............................................. 10-3
Information technology – scholarship program ......................... 10-3
Diploma of Information Technology (UniLink) ............................... 10-3
Network design and security ....................................................... 10-4
Bachelor of Information and Communication Technology ......... 10-4
Diploma of Information Technology Networking ......................... 10-4
Diploma of Information Technology Systems Administration ..... 10-4
Certificate IV in Information Technology Networking ................ 10-5
Robotics and mechatronics ......................................................... 10-5
Software development ................................................................. 10-5
Bachelor of Applied Information and Communication Technology......................................................... 10-5
Diploma of Software Development ............................................... 10-5
Software engineering ................................................................. 10-6
Bachelor of Engineering (Software Engineering) (Honours) ........ 10-6
Telecommunication and network engineering ........................... 10-6
Bachelor of Engineering (Telecommunication and Network Engineering) (Honours) ........................................... 10-6
Bachelor of Engineering (Telecommunication and Network Engineering)/Bachelor of Business ................. 10-6
Bachelor of Engineering (Telecommunication and Network Engineering)/Bachelor of Computer Science 10-7
Website development ................................................................. 10-7
Diploma of Website Development ................................................ 10-7
Certificate IV in Web-Based Technologies .................................. 10-7

Media and Communications

Advertising ..................................................................................... 11-1
Bachelor of Communication (Advertising) ................................. 11-1
Communication ............................................................................ 11-1
Bachelor of Communication ....................................................... 11-1
Journalism .................................................................................... 11-2
Bachelor of Arts (Journalism) ....................................................... 11-2
Diploma of Screen and Media specialising in Broadcast Journalism ....................................................... 11-2
Media and communication ......................................................... 11-2
Bachelor of Arts (Media and Communication) ......................... 11-2
Media studies .............................................................................. 11-3
Bachelor of Communication (Media Studies) ......................... 11-3
Bachelor of Social Science (Media Studies) ............................ 11-3
Professional writing and editing .................................................. 11-3
Bachelor of Arts (Professional Writing and Editing) ................. 11-3
Diploma of Professional Writing and Editing ............................ 11-4
Certificate IV in Professional Writing and Editing ..................... 11-4
Public relations ............................................................................. 11-4
Bachelor of Communication (Public Relations) ......................... 11-4
Bachelor of Social Science (Public Relations) .......................... 11-4

Psychology

Psychology .................................................................................... 12-1
Bachelor of Arts (Psychology) ....................................................... 12-1
Bachelor of Social Science (Psychology) ..................................... 12-1
Bachelor of Science (Psychology) ............................................... 12-1
Psychology and forensic science ................................................. 12-1
Bachelor of Arts (Psychology and Forensic Science) ................. 12-1
Bachelor of Social Science (Psychology and Forensic Science) ........................................................................ 12-1
Psychology and psychophysiology ............................................. 12-2
Bachelor of Arts (Psychology and Psychophysiology) ............. 12-2
Bachelor of Science (Psychology and Psychophysiology) ........ 12-2
Psychology and sport science ..................................................... 12-2
Bachelor of Arts (Psychology and Sport Science) ..................... 12-2
Bachelor of Social Science (Psychology and Sport Science) .... 12-2

Science

Biomedical .................................................................................... 13-1
Bridging science .......................................................................... 13-1
Certificate IV in Science ............................................................. 13-1
Health science ............................................................................... 13-1
Laboratory technology ............................................................... 13-1
Diploma of Laboratory Technology ........................................... 13-1
Diploma of Laboratory Technology specialising in Biotechnology ........................................................................ 13-1
Diploma of Laboratory Technology specialising in Forensic and Pathology Testing ........................................... 13-2
Certificate IV in Laboratory Techniques .................................... 13-2
Psychology .................................................................................... 13-2
Psychology and psychophysiology ............................................. 13-2
Public and environmental health ................................................. 13-2
Science ......................................................................................... 13-3
Bachelor of Science ................................................................. 13-3

Apprenticeships and Traineeships

Pre-apprenticeships

Building and construction ......................................................... 14-1
Certificate II in Building and Construction (Bricklaying) .......... 14-1
Certificate II in Building and Construction (Carpentry) ......... 14-1
Electrical ...................................................................................... 14-1
Certificate II in Electrotechnology Studies (Pre-vocational) ...... 14-1
Engineering ................................................................................ 14-1
Certificate II in Engineering Studies ........................................ 14-1
Horticulture ................................................................................ 14-1
Certificate II in Horticulture ..................................................... 14-1
Plumbing ...................................................................................... 14-1
Certificate II in Plumbing (Pre-apprenticeship) ....................... 14-1
Bachelor of Arts (continued)

Psychophysiology: In this major students learn about the relationship between physiological and psychological processes. The major also looks at the use of biological recording technology relevant to the study of cognition and behaviour.

Security and Counter Terrorism: This major explores terrorism from political, historical, sociological and military perspectives to provide insight into the causes and effects of global terrorism. It focuses on human rights and the ethical issues surrounding security and counter terrorism policy, and prepares students for work in a culturally diverse global environment.

Sociology: This major prepares students for careers in research, government, non-profit organisations and other human-focused fields. Emphasis is placed on research skills training, particularly research design and qualitative research methods. Students design and carry out original research and learn skills in project management, research design and report writing.

Sustainability Management: This major examines the concept of sustainability using case studies that explore the relationships between social, economic and environmental systems, and analyse historical, sociological and philosophical processes. The major incorporates units in philosophy, sociology, science, and politics and public policy. Students develop the skills to manage sustainable outcomes in public policy and private business.

Career opportunities
Graduates are equipped for professional careers in their area of specialisation, including policy analysis and development, research, community development, administration, public relations, publishing, media, social management, journalism, psychology, internet and digital marketing, and writing.

Professional recognition
The three-year undergraduate major in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology. Students also select one business major from:
- accounting
- accounting and finance
- advertising
- commercial law
- entrepreneurship and innovation
- finance
- human resource management
- international business
- management
- marketing
- public relations
- tourism management.

Bachelor of Arts/Bachelor of Business

Campus: Hawthorn
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in accounting, Australian politics, business management, economics, global politics, history (any), legal studies, mathematics (any), philosophy, psychology, sociology or software development is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400210121 (CSP)
2013 Round 1 Clearly-in ATAR: New

This double degree offers students a general understanding of contemporary social and cultural developments through a range of study areas, as well as a strong understanding of the business world. Students develop analytical, communication and research skills designed to facilitate their personal and professional development.

Drawing on the expertise of leading teachers, researchers and industry experts, the course allows students to design a degree to develop a unique range of interdisciplinary skills.

Major study areas
Students select one arts major from:
- criminology and forensic science
- cultural studies
- digital media
- digital media and marketing
- games and interactivity
- international studies
- international studies and Chinese
- international studies and Italian
- international studies and Japanese
- journalism
- literature
- media
- media and communications
- philosophy
- politics and public policy
- professional writing and editing
- psychology
- psychology and forensic science
- psychology and psychophysiology
- psychology and sport science
- psychophysiology
- security and counter terrorism
- sociology
- sustainability management.

Career opportunities
The diverse nature of this degree provides graduates with a range of career opportunities in arts and business professions, including accounting, digital media, finance, human resources, journalism, management, marketing, media and communications and psychology.
Arts (continued)

Bachelor of Arts/Bachelor of Science

Campus: Hawthorn
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematics (any)

Middle-band: Satisfactory completion in Australian politics, history, global politics, philosophy, physical education, psychology or science (any) is considered; a study score of 25 in mathematics (any) is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400210131 (CSP)
2013 Round 1 Clearly-in ATAR: New

This double degree offers students a general understanding of contemporary social and cultural developments through a range of study areas, as well as a capacity to understand complex scientific information in a specialised field. It combines a range of key humanities and scientific skills and knowledge related to current and projected industry needs.

Students learn how to communicate their knowledge in ways that address the issues facing humanity and the planet. Students also develop analytical, communication and research skills designed to facilitate their personal and professional development.

Drawing on the expertise of leading teachers, researchers and industry experts, the course allows students to design a degree to develop a unique range of interdisciplinary skills.

Major study areas
Students select one arts major from:
- criminology and forensic science
- cultural studies
- digital media
- digital media and marketing
- games and interactivity
- international studies
- international studies and Chinese
- international studies and international business
- international studies and Italian
- international studies and Japanese
- journalism
- literature
- media
- media and communications
- philosophy
- politics and public policy
- professional writing and editing
- psychology
- psychology and forensic science
- psychology and psychophysiology
- psychology and sport science
- psychophysiology
- security and counter terrorism
- sociology
- sustainability management.

Students also select one science major from:
- applied mathematics
- biomedical physiology
- biomolecular science
- chemistry
- computer science and mathematics
- environmental science
- neuroscience
- physics
- psychology
- psychology and psychophysiology.

Career opportunities
The diverse nature of this degree provides graduates with a range of career opportunities in arts, science and technology professions.

Community health
Students who wish to study community health may do so as part of the Bachelor of Social Science.

Criminology and forensic science

Bachelor of Social Science (Criminology and Forensic Science)

Campus: Online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Application: Direct

Every society suffers from the consequences of crime. This course combines studies from the science and psychology disciplines to help students understand the motivations of crime and prepare them for roles where they implement strategies to combat crime.

Using research to identify social issues that lead to crime allows criminologists to develop policy and systems to address these problems. This knowledge makes them valuable contributors to victim support, community safety, rehabilitation, crime prevention and corrections programs.

Major study areas
- Correctional systems
- Forensic psychology
- Forensic science
- Policing practices

Career opportunities
Graduates may find employment in crime prevention agencies, child protection, corrective services and in government positions that develop or analyse policy.

Other study options
Students can complete a major in criminology and forensic science as part of the Bachelor of Arts or Bachelor of Social Science at the Hawthorn campus.
Security and counter terrorism

- Bachelor of Arts (Security and Counter Terrorism) new
- Bachelor of Social Science (Security and Counter Terrorism) new

Social science

- Bachelor of Business/Bachelor of Social Science

Campus: Hawthorn
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any) or psychology is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: Hawthorn, Arts: 3400235141 (CSP), 3400235143 (IFP)
2013 Round 1 Clearly-in ATAR: n/a

In this course students learn how to gather, synthesise and assess information, as well as conceptualise issues and express them effectively both orally and in writing within a business environment.

Students also develop theoretical insight into their chosen discipline, enabling them to understand current developments in society and the workplace, and to adapt and respond appropriately to future developments as they occur, both nationally and internationally.

Major study areas
Students select one business major from:
- accounting
- advertising
- commercial law
- entrepreneurship and innovation
- finance
- human resources
- international business
- management
- marketing
- public relations
- tourism management.

Students also select one social science major from:
- community health
- criminology and forensic science
- politics and public policy
- psychology
- psychology and forensic science
- sport science
- security and counter terrorism
- sociology.

Career opportunities
The diverse choice of specialisations within this degree provides graduates with a wide range of career opportunities. Graduates will be prepared for employment or self-employment in the rapidly changing cultural, technological and business environments.

Professional recognition
Depending on the major selected, graduates may be eligible for membership to the Australian Human Resources Institute (AHRI), Australian Institute of Banking and Finance, Financial Services Institute of Australasia, Australian Institute of Management (AIM), Australian Marketing Institute (AMI), Australian Market and Social Research Society (AMRSRS), Public Relations Institute of Australia (PRIA), Australian Psychology Accreditation Council (APAC) and Chartered Secretaries Australia.

The public relations major is fully accredited by the Public Relations Institute of Australia.
Social science (continued)

Bachelor of Social Science

Campus: Hawthorn, online

Duration: Three years full-time or equivalent part-time

VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English

Middle-band: Satisfactory completion in Australian politics, history (any), philosophy, psychology or sociology is considered.

Application: Hawthorn: Direct (all intakes) or VTAC (Semester 1)

Online: Direct

VTAC code: 3400234221 (CSP), 3400234223 (IFP)

2013 Round 1 Clearly-in ATAR: 60.30

This course introduces students to the study of individuals, groups and human societies. It explores how social relationships and institutions shape individuals and how they, in turn, have the capacity to shape these social institutions. Students develop theoretical insight into their chosen discipline and gain an understanding of current developments in society and the workplace. They also learn how to adapt and respond appropriately to future developments in their area of study, both nationally and internationally.

Swinburne also offers an Honours (fourth) year for this degree.

Major study areas

Students undertake at least one major from the following:

Hawthorn

Community Health: This major combines studies in the sociology of health and illness, and public and environmental health. It introduces students to the social model of health and its implications for addressing health promotion and health inequalities. Students develop skills in designing health policy, evaluation of healthcare programs, qualitative research methodology and report writing.

Criminology and Forensic Science: This major incorporates material from psychology, statistics and forensic psychology. Students undertake studies in the theory and practice of criminology, policing and corrections, as well as advanced studies in forensic science.

Psychology: Students who complete this major graduate with a Bachelor of Social Science (Criminology and Forensic Science).

Politics and Public Policy: This major explores politics through contemporary and historical perspectives to examine the dimensions of power in local, national and global contexts. Students learn about national and international politics, comparative political systems, Australia’s engagement with the Asia-Pacific region, international relations, nation-building, making public policy, political and social history, war, security and counter terrorism, freedom and democracy, and human rights.

Psychology: This major provides students with the knowledge and skills to understand and explain human behaviour and relationships. Students undertake specialised study in developmental psychology, cognition, social psychology, personality, design and measurement, psychological measurement and abnormal psychology.

Psychology and Forensic Science: In this major students gain specialist knowledge about the application of psychology to aspects of the law, the justice system and forensic science, as well as statistical skills relevant to forensic issues.

Psychology and Sport Science: In this major students gain an understanding of the application of psychology to sport. Students learn about the influence of psychological factors on involvement and performance in a sports setting, the use of statistical techniques to evaluate sports performance and make predictions, the interaction between sport and social relationships, and the psychological factors that influence group and individual sport and exercise.

Security and Counter Terrorism: This major explores terrorism from political, historical, sociological and military perspectives to provide insight into the causes and effects of global terrorism. It focuses on human rights and the ethical issues surrounding security and counter terrorism policy, and prepares students for work in a culturally diverse global environment.

Sociology: This major prepares students for careers in research, government, non-profit organisations and other human-focused fields. Emphasis is placed on research skills training, particularly research design and qualitative research methods. Students design and carry out original research and learn skills in project management, research design and report writing.

Online

Criminology and Forensic Science: As for Hawthorn campus.

Students who complete this major graduate with a Bachelor of Social Science (Criminology and Forensic Science).

Media Studies: Through theoretical units based on the social world, cultural diversity and research techniques, students learn how to think critically about media and the role of media in society. They also develop practical skills in writing for media and create their own blogs and opinion pieces. This major allows students to engage with debates around cinema and digital technologies and to explore the changing face of social media and media production.

Students who complete this major graduate with a Bachelor of Social Science (Media Studies).

Psychology: As for Hawthorn campus.

Students who complete this major graduate with a Bachelor of Social Science (Psychology).

Public Relations: In this major students learn how to research audiences, develop suitable messages, implement communication programs and evaluate their success. Students gain a solid foundation in culture and diversity, society and organisations, and social research. They also learn how public relations (PR) can make a positive contribution to society, through an advocacy role, by helping to ensure diverse views in the marketplace of ideas.

Students who complete this major graduate with a Bachelor of Social Science (Public Relations).

Security and Counter Terrorism: As for Hawthorn campus.

Students who complete this major graduate with a Bachelor of Social Science (Security and Counter Terrorism).

Career opportunities

Employment may be found in policy analysis and development, social research, community development, administration and human services management, planning, welfare, human resources, media relations, public relations, communications research or marketing. With further study, students with appropriate majors can obtain qualifications to become psychologists, librarians, teachers, personnel officers, social workers or sociologists.

Professional recognition

The three-year undergraduate major in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology.

The public relations major is accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.

Sociology

Students who wish to study sociology may do so as part of the Bachelor of Arts or the Bachelor of Social Science.

Sustainability management

Students who wish to study sustainability management may do so as part of the Bachelor of Arts.
Accounting

Bachelor of Business (Accounting)

Campus: Hawthorn, online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any) or psychology is considered
Application: Hawthorn: Direct (all intakes) or VTAC (Semester 1)
Online: Direct
VTAC code: 3400235021 (CSP), 3400235023 (IFP)
2013 Round 1 Clearly-in ATAR: 61.55

Accounting is more than just number crunching – it is the foundation language of business. Accountants inform key business decisions and talented accountants often progress to senior management and board positions. An accounting degree leads to a range of positions in the modern global market.

This course equips students with the skills needed for a career in accounting and beyond. Students learn to use accounting systems to record and analyse business activities, employ financial statements to guide investment decisions and use information from cost accounting systems to make decisions, price products, develop operating strategies and evaluate business performance.

Major study areas

Students undertake a major in accounting and combine it with other studies to add depth to their degree.

Areas of study include:
- Auditing
- Company law
- Corporate finance
- Economics
- Financial management accounting
- Financial planning
- Management
- Management accounting
- Taxation

Career opportunities

This course prepares graduates for careers in the accounting, investment and finance industries. Graduates may find employment with small or large companies worldwide, including private practices, government-owned entities and banks. Possible roles include graduate accountant, account manager, auditor, fund accounting officer, taxation agent, merchant banker, corporate treasurer, investment banker and financial adviser.

Professional recognition

Graduates may be eligible to apply for membership of CPA Australia (CPAA), the Institute of Chartered Accountants in Australia (ICAA), the Association of Chartered Certified Accountants (ACCA), the Institute of Public Accountants (IPA), Financial Services Institute of Australasia (FINSIA) or the Stockbrokers Association of Australia (SAA).

Advanced Diploma of Accounting incorporating Diploma of Accounting and Certificate IV in Accounting

Campus: Hawthorn
Duration: Eighteen months full-time or equivalent part-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400277204 (FTDP)

In this course students learn about intermediary accounting principles and applications. Students gain practical accounting skills to prepare them for work in financial services and other industries requiring accounting support.

Major study areas

- Auditing
- Costing
- Financial accounting
- Management accounting
- Taxation
- Working with spreadsheets

Pathways

Successful completion of this course may allow students to progress to another qualification with advanced standing. Visit www.swinburne.edu.au/pathways for more information.

Career opportunities

Employment may be found in a variety of professional accounting positions such as assistant accountant in medium to large organisations.

Professional recognition

Graduates of the advanced diploma are eligible for membership of the Institute of Public Accountants (IPA).
Advertising

Bachelor of Business (Advertising)

Campus: Hawthorn
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English

Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any) or psychology is considered

Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400235221 (CSP), 3400235223 (IFP)

2013 Round 1 Clearly-in ATAR: 56.70

Advertising drives growth for businesses of all types and sizes. This course focuses on the important role that advertising plays in the business environment and teaches students how to be creative in making maximum use of advertising to assist in achieving organisational objectives. They learn the necessary skills to create and deliver attention-grabbing advertisements and advertising campaigns.

Students will have the opportunity to apply their learning to a professionally focused, multidisciplinary project during their final year of study.

Major study areas

Students undertake a major in advertising and combine it with other studies to add depth to their degree.

Areas of study include:
- advertising campaigns
- advertising issues – regulations, ethics
- and cultural considerations
- concept development and copywriting
- managing design
- marketing
- media planning and purchasing
- media, advertising, sport and society
- professional communication.

Career opportunities

Advertising can lead to roles in media buying and campaign planning in advertising, marketing and public relations agencies, and in the sales, marketing or communication departments of large organisations.

Bookkeeping

Certificate IV in Bookkeeping

Campus: Hawthorn, online
Duration: Six months full-time or equivalent part-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400277414 (FTDP)

This course provides students with practical training in cash and accrual accounting, business communication, business activity statements (BAS), instalment activity statements (IAS) and computing.

Major study areas
- Bookkeeping ethics
- Computerised accounting
- Financial statements
- GST and BAS preparation
- Payroll

Pathways

Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities

This course prepares students for work as a professional contract bookkeeper or permanent paid bookkeeper, either under the direction of a tax agent/public accountant for a bookkeeping business or franchise, or for their own bookkeeping business.

Business

Bachelor of Business

Campus: Hawthorn, online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English

Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any), software development or psychology is considered

Application: Hawthorn: Direct (all intakes) or VTAC (Semester 1)
Online: Direct
VTAC code: 3400235101 (CSP), 3400235103 (IFP)

2013 Round 1 Clearly-in ATAR: 54.45

This degree will prepare students for a career in the business profession. It provides a solid foundation in the language of business and offers a practical curriculum with opportunities for industry engagement. Students undertake a major area of specialisation to prepare for their future career.

The course offers opportunities that link theoretical learning with applied practical work experience. Students develop a broad understanding of the business and social environment, including its global and complex nature.

Students may have the opportunity to participate in a professionally focused, multidisciplinary project during their final year of study.

Swinburne also offers an honours (fourth) year for this degree.

Major study areas

Hawthorn

Accounting: This major equips students with the skills to use accounting systems to record and analyse business activities, employ financial statements to guide investment decisions and use information from cost accounting systems to make decisions, price products, develop operating strategies and evaluate business performance.

Accounting and Finance: This major combines studies in accounting and finance to introduce students to the concepts of accounting, management, statistics, microeconomics, business law and information systems. Students will become well equipped to enter the accounting, banking, finance and consultation industries.

Advertising: Advertising drives growth for businesses of all types and sizes. In this major students explore the role of advertising in the business environment. They gain the skills to be creative in making maximum use of advertising to assist in achieving organisational objectives. Students also learn how to create and deliver attention-grabbing advertisements and advertising campaigns.
School of Business

Business administration (continued)

Bachelor of Business (Business Administration)

Campus: Online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Application: Direct

This course provides students with an understanding of organisational management, strategies and principles to prepare them for a career at management level in business administration. Students will be introduced to a range of core business disciplines, including accounting, marketing, management and finance. They also develop practical, theoretical and conceptual skills, and an understanding about how businesses operate.

Major study areas

- Accounting
- Finance
- Leadership
- Marketing
- Professional communication

Career opportunities

Graduates may find careers in a range of business functions including administration, organisational management, marketing and finance.

Associate Degree of Business Administration

Campus: Hawthorn and Wantirna
Duration: Two years full-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 20 in any other English
Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any) or psychology is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400435611 (CSP), 3400435613 (IFP)
2013 Round 1 Clearly-in ATAR: n/a

This course is designed to equip students with the skills and knowledge for a range of generalist business professions. It provides students with social and personal development; an understanding of organisational management, marketing and finance; and the ability to apply these concepts in the workplace by undertaking an internship.

The course emphasises practical knowledge and skills. It combines skills in office administration, human resource management, accounting, project management, business law and customer relations. The course provides managers and administrators in public, private and not-for-profit organisations with a professional qualification.

On completion of their first year, students are eligible to graduate with a diploma. Students complete their first year of study at either the Hawthorn or Wantirna campus and complete their second year at the Hawthorn campus.

Major study areas

- Accounting
- Business law
- Business planning
- Customer relationships
- Human resources
- Management
- Marketing

Career opportunities

Graduates will be equipped for employment as an executive assistant, administrative supervisor or assistant, and in administrative and office management positions.

This course is a pathway to the third year of the Bachelor of Business Administration.

Business information systems

See Information and Communication Technologies: Bachelor of Business Information Systems and Bachelor of Business Information Systems/Bachelor of Business.

Commercial law

Bachelor of Business (Commercial Law)

Campus: Hawthorn
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any) or psychology is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234161 (CSP), 3400234163 (IFP)
2013 Round 1 Clearly-in ATAR: New

This course is designed to meet the increasing demand for business graduates with expertise in commercial law. Students gain legal problem-solving skills and learn how to assess the impact of law and regulation on an organisation. The course covers the legal aspects of contracts, marketing, intellectual property, taxation and finance, and company law.

Students will have the opportunity to apply their learning in a professionally focused, multidisciplinary project during their final year of study.

Major study areas

- Accounting
- Company and contract law
- Environment and natural resources law
- Intellectual property law
- Marketing and international business law
- Micro-economics
- Organisation and management
- Taxation and finance law

Career opportunities

Graduates will be able to provide paralegal advice and may explore career opportunities in government departments or private entities such as accounting firms, banks, conveyancing companies, financial institutions and insolvency practices. They may also find employment in the not-for-profit sector.

Note: This degree does not allow graduates to practise as a barrister or solicitor.
Legal practice

Advanced Diploma of Legal Practice

Campus: Hawthorn
Duration: Two years full-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400277054 (FTDP)

This course provides students with essential skills to work in the legal area without having to complete a law degree. Students develop sound knowledge of principles and practices, including a broad overview of legal terminology. The course also teaches skills appropriate to providing guidance and services to clients in a legal environment.

Major study areas
- Document production
- Legal process
- Teamwork

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
Employment may be found as a law clerk, litigation officer, conveyance clerk, mortgage clerk, family law executive, probate law clerk, legal assistant, trainee court registrar, compliance officer, assistant to parliamentary counsel and land title officer.

Logistics

Bachelor of Business (Logistics and Supply Chain Management)

Campus: Online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Application: Direct

Logistics managers are vital to acquiring the raw materials that organisations need to produce products and services, and ensure they are delivered to the final user. A skilled logistics professional can be instrumental in improving the productivity of an organisation.

In this course students learn the skills required to manage the supply chain for an organisation. Students gain project management skills, learn how to deal with external partners and develop skills in sourcing materials and negotiating prices.

Major areas study
- Global logistics
- Procurement
- Risk management
- Transportation management

Career opportunities
Graduates will be prepared for roles in business and strategic management, channel relationship management, export and import operations, purchasing and supply chain management.

Management

Bachelor of Business (Management)

Campus: Hawthorn, online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any) or psychology is considered
Application: Hawthorn: Direct (all intakes) or VTAC (Semester 1)
Online: Direct
VTAC code: 3400235401 (CSP), 3400235403 (IFP)

2013 Round 1 Clearly-in ATAR: n/a

In this degree students learn about the role of management within business and discover how key resources must be planned, monitored and controlled to meet strategic business objectives. Students develop the skills to manage themselves, to organise and lead others, to make creative and well-informed decisions, and to evaluate current situations. They also learn how to be an ethical and socially responsible manager.

Major study areas
Students undertake a major in management and combine it with other studies to add depth to their degree.
Areas of study include:
- Accounting
- Corporate finance
- Critical thinking
- Leadership
- Organisational behaviour
- Organisations and management
- Strategic management
- Sustainable organisational change.

Career opportunities
Graduates may seek employment in a range of industries and positions such as administration, planning and design, quality assurance, customer service, project management, events management and change management. Good managers are in demand globally and this course provides graduates with the foundation to explore these opportunities.

Professional recognition
Graduates may be eligible to apply for membership of the Institute of Corporate Managers, Secretaries and Administrators; and the Australian Institute of Management (AIM).
Management (continued)

Certificate IV in Frontline Management

Campus: Hawthorn
Duration: Six months full-time or equivalent part-time
Prerequisites: Satisfactory completion of Certificate IV in Frontline Management or equivalent, or relevant work experience
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400277174 (FTDP)

This practical, hands-on course provides students with comprehensive knowledge and skills in management. They develop entrepreneurial and innovative approaches to managing people, finances and projects. It also teaches approaches to continuous improvement, quality customer service and organisational change.

Students who require management skills to enhance a technical qualification will benefit from this course.

The course can be customised to enterprise requirements for those working in organisations who wish to further develop management skills and knowledge.

Major study areas
- Business writing and communication
- Customer service
- Leadership and people management
- Managing budgets and financial plans
- Marketing principles
- Sustainable business operations and systems

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Employment may be found as a coordinator, team leader or supervisor in large or small organisations.

Professional recognition
Graduates may be eligible to register with the Australian Institute of Management (AIM).

Certificate IV in Business Administration

Campus: Hawthorn, online
Duration: Six months full-time or equivalent part-time
Prerequisites: Successful completion of Certificate IV in Business Administration or equivalent
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400277174 (FTDP)

This course provides students with comprehensive knowledge and skills in business administration. They develop skills in data analysis, marketing research, business communication, customer service and project management.

Major study areas
- Business writing and communication
- Customer service
- Leadership and people management
- Managing budgets and financial plans
- Marketing principles
- Sustainable business operations and systems

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Employment may be found in a range of business roles in various industries.

Professional recognition
Graduates may be eligible to register with the Australian Institute of Management (AIM).

Certificate IV in Business Management

Campus: Hawthorn, online
Duration: Six months full-time or equivalent part-time
Prerequisites: Successful completion of Certificate IV in Business Management or equivalent
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400277174 (FTDP)

This course provides students with comprehensive knowledge and skills in business management. They develop skills in managerial decision making, project management, business communication and leadership.

Major study areas
- Business writing and communication
- Customer service
- Leadership and people management
- Managing budgets and financial plans
- Marketing principles
- Sustainable business operations and systems

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Employment may be found in a range of business roles in various industries.

Professional recognition
Graduates may be eligible to register with the Australian Institute of Management (AIM).
Public relations

Bachelor of Business (Public Relations)

Campus: Hawthorn, online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any) or psychology is considered
Application: Hawthorn: Direct (all intakes) or VTAC (Semester 1)
Online: Direct
VTAC code: 3400235091 (CSP), 3400235093 (IFP)
2013 Round 1 Clearly-in ATAR: n/a

Public relations (PR) focuses on protecting and advancing clients’ reputations through effective communication and relationship-building. This course emphasises the importance of communication in reaching corporate objectives. Students learn how PR supports the implementation of strategic plans, communication planning and campaign development. Project units help students to be work-ready and capable of taking on the challenges of the dynamic professional communication sector.

Major study areas
- Students undertake a major in business public relations and combine it with other studies to add depth to their degree.
- Areas of study include:
  - campaign planning
  - commercial law
  - events management
  - global public relations
  - issues, crisis and risk communication
  - marketing communications
  - organisations and management
  - public relations writing.

Career opportunities
- Graduates may find work within event management, community development, public policy, digital media publishing, industrial relations, human resource management or speech writing.

Professional recognition
- The public relations major is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.

Diploma of Business (Public Relations)

Campus: Hawthorn
Duration: One year full-time or equivalent part-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400278104 (FTDP)

This course provides students with the knowledge and skills to become a public relations practitioner. Students learn how to liaise with media and organise publicity campaigns, develop communications tools through print and electronic media, organise promotional events, lobby, support fundraising and community liaison, develop reputation and issues-management strategies, and engage with stakeholders.

Major study areas
- Advertising
- Consumer behaviour
- Fundraising
- Government relations
- Marketing
- Multimedia
- Public relations
- Writing for media

Pathways
- Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
- Graduates may seek employment as a media officer, public relations event facilitator, community development officer, technical communicator, media information officer, public relations officer or website officer.

Professional recognition
- Graduates may be eligible for admission to the Public Relations Institute of Australia (PRIA).

Quality auditing

Diploma of Quality Auditing

Campus: Hawthorn and external venue
(Melbourne city)
Duration: Six to 10 months full-time
Prerequisites: There are no formal entry requirements. Applicants should have vocational experience in auditing and be familiar with ISO 9001:2008, ISO 19011:2003, AS/NZS 9004 and AS/NZS 4801. Applicants must have an appropriate level of literacy, a basic understanding of maths and science, basic computer skills, and have access to a workplace for completion of assessment activities.
Application: Direct

This course is suitable for those wishing to become peer auditors or to participate in external independent quality auditing. Students build sound theoretical knowledge and develop a range of specialised, technical or managerial competencies to plan, carry out and evaluate their work and/or the work of a team. The course teaches students how to manage broad compliance requirements across numerous programs. It also has a strong focus on occupational health and safety.

The course can be completed as part of a dual qualification with the Diploma of Occupational Health and Safety.

Major study areas
- Certified lead auditor training
- Risk management

Pathways
- Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
- This course will equip graduates for roles such as quality assurance manager, quality facilitator, quality and improvement consultant, or service quality system support analyst.

Professional recognition
- Graduates are awarded four internationally recognised units from the Registrar Accreditation Board and Quality Society of Australasia International.
Real estate

Certificate IV in Property Services (Real Estate)

Campus: Wantirna, online
Duration: Five months part-time
Prerequisites: Successful completion of Course in Real Estate Agents’ Representative
Application: Direct

This course provides students with the knowledge and skills required to operate as a licensed estate agent. Students learn about risk management, legal responsibilities of estate agents, real estate accounting requirements, managing client/agency relationships, the listing and sale of properties, conducting auctions, property management, appraisal and acting as a buyer’s agent.

Major study areas
- Business management
- Property management
- Real estate compliance
- Real estate management

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
Employment may be found in real estate, operating as a licensed agent or in associated industries.

Sports management

Bachelor of Business (Sports Management)

Campus: Online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Application: Direct

This course develops management skills for work in the dynamic sport and leisure industry. Students complete units in sports marketing, administration and events to provide broad career opportunities. This includes exploring the effects of sport on society, such as promoting healthy lifestyle choices and supporting communities. Students also develop the skills to manage community relationships and contribute to the sustainability of an organisation.

Major study areas
- Leadership and management
- Sports club and facilities management
- Sports marketing
- Sports media and advertising

Career opportunities
Graduates may find roles in sports administration, sponsorship and marketing, government organisations, sporting and health clubs, and event management. Graduates are also prepared for management positions within the sport and leisure industry.

Tourism management

Bachelor of Business (Tourism Management)

Campus: Hawthorn (some units available online)
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in accounting, business management, economics, global politics, legal studies, mathematics (any) or psychology is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400235351 (CSP), 3400235353 (IFP)
2013 Round 1 Clearly-in ATAR: n/a

Tourism affects national and international economies, and demands a new breed of manager with both management skills and a specific tourism focus. This course gives students thorough grounding in both general business principles and the specific discipline of tourism theory and practice. Learning is based on a range of practical exercises and assignments. The course will help students to develop skills in resourcefulness, creativity and responsibility. Students learn how to operate in diverse environments, confront challenges and find solutions.

Major study areas
Students undertake a major in tourism management and combine it with other studies to add depth to their degree.
Areas of study include:
- events management
- management
- marketing
- regional issues in tourism
- special interest tourism
- sustainable practice in tourism
- tourism enterprise development
- tourist destination management.

Career opportunities
Graduates may find employment in museums, national parks, airlines, wholesale tour companies, regional tourism offices, tourist resorts, and conference and reception centres. Graduates also have the skills to establish and run their own business within the tourism field.
Design

Diploma of Design (UniLink) new
Campus: Hawthorn
Duration: Eight months
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 20 in any other English, and a study score of at least 20 in one of Art, Interactive Digital Media (VCE VET), Media, Product Design and Technology, Studio Arts or Visual Communication Design
Middle-band: Satisfactory completion in English, business (VCE VET), business management, desktop publishing and printing (VCE VET), product design and technology, studio arts or visual communication design is considered
Application: Direct (all intakes) or VTAC (February start)
VTAC code: 3400278014 (FTDP)
2013 Round 1 Clearly-in ATAR: New
This higher education diploma provides an alternative pathway to the second year of a bachelor degree. It includes study in digital, interactive and 3D design. The units are similar to those offered in the first year of a bachelor degree, but classes are smaller and students have more one-on-one time with teachers.
Students extend their creative and practical design skills and develop a modern approach to the role of design in society.
Major study areas
- 20th century design
- 3D communication
- 3D design
- Communication for design
- Design studio
- Digital design
- Interactive design for web technologies
- Methods of investigation
Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.
Career opportunities
Graduates will be prepared for further study.

Certificate IV in Design
Campus: Hawthorn*, Wantirna
Duration: One year full-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
Application: VTAC (March start; applicants must also submit a supplementary application form) or direct.
VTAC code: Hawthorn: 3400278014 (FTDP)
Wantirna: 3401078014 (FTDP)
This course provides the opportunity to develop and enhance skills in graphic design, interior design, industrial design and related design studies. Students explore the historical and contextual basis for design. The course acts as a foundation year for exploring the diversity of design from both 2D and 3D perspectives.
Major study areas
- 3D design
- Communication design
- Design history, theory and processes
- Digital design
- Drawing for illustration
- Information design
- Interior design
- Product design
Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Certificate III in Design Fundamentals
Campus: Hawthorn
Duration: Six months part-time
Prerequisites: None
Application: Direct
This course provides students with foundation skills in art and design to prepare them for further study.
Major study areas
- 2D design
- 3D design
- Colour application
- Drawing
- Introduction to digital imagery
- Typography
Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.
Career opportunities
Graduates will be prepared for further study.

Digital media design
Bachelor of Design (Digital Media Design)
Campus: Hawthorn*
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in art, desktop publishing and printing (VCE VET), interactive digital media (VCE VET), media, software development, studio arts or visual communication design is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400236001 (CSP), 3400236003 (IFP)
2013 Round 1 Clearly-in ATAR: 62.85
In this course students learn how to develop and deliver a range of digital media applications, including projects for web, digital film and television production, interactive digital media and handheld mobile devices. In doing so, they employ a combination of creative design thinking, industry-relevant technical skills and research. The opportunity to study time-based sequence design provides students with expertise in animation, 3D modelling, digital video, audio media and communication design for electronic media.
Swinburne also offers an honours (fourth) year for this degree.
Major study areas
- 20th century design
- 2D animation
- 2D character animation
- Contemporary design issues
- Design for digital media
- Design research
- Digital media design new technologies
- Digital video camera techniques
- Imaging for narrative and storyboarding
- Interactive design for games and web applications
- Interactive design for web technologies
- Typography for screen and motion
Career opportunities
Graduates may find careers in advertising, animation, design consultancy, design management, media and entertainment, music or corporate video production, post-production including post-production special effects, video games entertainment and website design/development.
Professional recognition
Graduates are eligible for membership of the Australian Graphic Design Association (AGDA) and the Australasian Interactive Media Industry Association (AIMIA), and for associate membership of the Design Institute of Australia (IDA).

*Students may also be required to attend the Prahran campus.

Career Practitioners’ Reference Guide 2014
Updated October 2013
Graphic design

Diploma of Graphic Design

Campus: Hawthorn*, Wantirna
Duration: One year full-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
Application: VTAC (March start; applicants must also submit a supplementary application form) or direct.
Applicants must attend an information session in late November, attend an interview and present a folio of work. Visit www.swinburne.edu.au/extrareqs/graphicdesign for more information.

VTAC code: Hawthorn: 3400278114 (FTDP)
Wantirna: 3401078114 (FTDP)

In this course students learn to create and execute design concepts efficiently and economically. The course teaches the use of traditional media as well as computer technology to assemble camera-ready and digital artwork using graphic reproduction techniques. Web design and production is also covered in this course.

Major study areas
- Design theory, concept and process
- Digital art and design
- Digital imaging
- Drawing techniques
- Graphic arts
- Graphic pre-press
- Print processing
- Typography techniques

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
Graduates may find employment in advertising agencies, graphic design and finished art studios, publishing (newspaper and magazines), printers, or film and television production houses.

Industrial design

Bachelor of Design (Industrial Design)

Campus: Hawthorn*
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in one of Art, Interactive Digital Media (VCE VET), Media, Product Design and Technology, Studio Arts or Visual Communication Design

Middle-band: Satisfactory completion in art, desktop publishing and printing (VCE VET), engineering studies (VCE VET), furnishing (VCE VET), mathematics (any), product design and technology, studio arts or visual communication design is considered
Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 3400236201 (CSP), 3400236203 (IFP)
2013 Round 1 Clearly-in ATAR: 64.75

In this course students learn how to develop products that meet human needs and expectations, ranging from personal and household items to commercial and industrial equipment. Materials selection, energy use, human interface and environmental sustainability are some of the design parameters considered in the research and development undertaken to design new products for mass production.

Students develop creative and technological aptitude through a user-centred design program supported by business studies, professional practice, consumer knowledge, sustainability and design ethics. They explore materials and manufacturing techniques to create product concepts and learn how to communicate their ideas using industry-standard software and workshop-based prototyping facilities.

Swinburne also offers an honours year for this degree.

Major study areas
- 20th century design
- Contemporary design issues
- Design for manufacture: materials and processes
- Digital sketching and rendering
- Explanatory and technical sketching
- Ideation sketching
- Product computer-aided design (CAD)
- Product documentation studio
- Products in context
- Rapid manufacture
- Socially responsible design
- Sustainable design studio
- User-centred design

Career opportunities
Graduates may find careers in product design, research and development for any type of manufacturing product such as electronic items, consumer goods, transportation vehicles, transportation systems, furniture and fittings, sporting equipment, medical equipment, toys and games.

Professional recognition
Graduates are eligible for associate membership of the Design Institute of Australia (DIA).

Interior architecture

Bachelor of Design (Interior Architecture)

Campus: Hawthorn*
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in one of Art, Interactive Digital Media (VCE VET), Media, Product Design and Technology, Studio Arts or Visual Communication Design

Middle-band: Satisfactory completion in art, building and construction (VCE VET), desktop publishing and printing (VCE VET), engineering studies (VCE VET), furnishing (VCE VET), mathematics (any), outdoor and environmental studies, product design and technology, studio arts or visual communication design is considered
Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 3400236031 (CSP), 3400236033 (IFP)
2013 Round 1 Clearly-in ATAR: New

In this course students learn about the environments in which we spend our lives and how they are formed and fabricated. They examine our need to revisit continually the way we create our cities, homes, retail environments and workplaces in a rapidly changing world.

Students engage in a variety of projects and learn to capitalise on new technologies and materials in the construction of indoor and outdoor 3D spaces. They develop a broad repertoire of representation and visualisation skills using industry-standard software programs, manual drafting and freehand drawing.

Swinburne also offers an honours year for this degree.

Major study areas
- 20th century design
- Aesthetics and space
- Construction technology: documentation, detailing and specification
- Contemporary design issues
- Digital communication for interiors
- Digital representation
- Interior design communication
- Interior design history
- Interior design materials and construction technology
- Practice management
- Professional communication for interiors
- Sustainable design
- Theory of interior design

Career opportunities
Graduates may consider a career in an architectural or interior design practice, or as a self-employed designer. Careers may be found in the design of residential, commercial, retail, sporting and government spaces; temporary spaces (such as trade shows and museum displays); public spaces and environments; or in design management.

Professional recognition
Graduates are eligible for associate membership of the Design Institute of Australia (DIA).

*Students may also be required to attend the Prahran campus.
Interior design

Diploma of Interior Design and Decoration

Campus: Hawthorn*
Duration: Eighteen months full-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent
Application: VTAC (March start; applicants must also submit a supplementary application form) or direct. Applicants must attend an information session in late November. Visit www.swinburne.edu.au/extrareqs/interiordesign for more information.
VTAC code: 3400278274 (FTDP)

This course provides students with the skills and knowledge to create plans and undertake projects in interior design and decoration. Students learn how to create and plan furniture, fittings, surfaces and colour schemes for commercial and residential settings. Units cover spatial planning, computer-aided drafting and colour design for specialist interior applications.

Major study areas
- Colour schemes, furniture, fabrics and fixtures
- Contracts
- Design documentation
- Design process
- Historic furnishing styles
- Planning, arranging and styling the space
- Purchasing
- Working with project personnel
- Working with the client

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
Graduates may find employment in interior design firms, architectural firms or retail outlets, or work as a self-employed interior designer/decorator.

Photography

Diploma of Photo Imaging new

Campus: Wantirna
Duration: One year full-time
Prerequisite: There are no formal entry requirements. Applicants who have completed Certificate IV in Photo Imaging or a similar visual arts qualification, or who have extensive vocational experience in photo imaging, such as work experience as a photographer’s assistant, may be given preference.
VTAC code: 3401071264 (FTDP)

This course teaches students about the commercial, artistic and technical aspects of photography. It also includes basic studies in business. The course provides students with the skills to begin their own photography business. Students are also prepared for further study.

Major study areas
- Colour management in digital imaging
- eBusiness solutions
- Establishing networks
- Exploiting imaging trends
- Exploring photo lighting
- Freelance work
- Identifying marketing opportunities
- Producing an innovative presentation
- Producing images for a range of clients

Visual arts

Diploma of Visual Arts

Campus: Wantirna
Duration: One year full-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
Application: VTAC (March start; applicants must submit a supplementary application form) or direct. Applicants must attend an information session in late November. Visit www.swinburne.edu.au/extrareqs/visualarts for more information.
VTAC code: 3401078154 (FTDP)

This progressive, contemporary fine arts course is run by artists. It offers students study in painting, sculpture, drawing, photography, printmaking and digital imaging. Students also study theory in conceptual and stylistic strategies of art practices since the 1960s.

Major study areas
- Digital media
- Life drawing
- Painting
- Photography
- Printmaking
- Public art
- Sculpture

Career opportunities
Graduates may find a rewarding career in the visual arts industries where traditional practices converge with new digital technologies.

Landscape design

See Environment and Land Management: Diploma of Sustainable Landscape Design.

Product design engineering

See Engineering: Bachelor of Engineering (Product Design) (Honours).

*Students may also be required to attend the Prahran campus.
Visual merchandising

Diploma of Visual Merchandising

Campus: Wantirna
Duration: Eighteen months full-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent
Application: VTAC (March start; applicants must also submit a supplementary application form) or direct. Applicants must attend an information session in late November. Visit www.swinburne.edu.au/extrareqs/visualmerchandising for more information.

VTAC code: 3401078254 (FTDP)

This course provides students with an understanding of the visual merchandising industry, including the principles and elements of display, the development and design of language for product presentation, the design and construction of props, and working to an industry brief. It equips students with the skills and knowledge needed to work in the visual merchandising, display and exhibition industries. Students learn about prop design and construction, and styling.

Major study areas
- Design and design theory
- Digital art and design
- Graphic arts
- History of design
- Photo styling
- Product presentation
- Retail and visual merchandising
- Retail illustration and design
- Store design

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Graduates may find employment as a visual merchandiser in retail store visual merchandising or display departments, visual merchandising consultancy and supply companies, retail merchandising, photo styling, display production companies and exhibition design.
Games development
See Information and Communication Technologies: Bachelor of Science (Games Development).

Screen and media

» Advanced Diploma of Screen and Media specialising in Digital Media

Campus: Hawthorn*
Duration: One year full-time
Prerequisites: Successful completion of Diploma in Screen and Media or equivalent, or relevant experience. Applicants must attend an information session in late November. Visit www.swinburne.edu.au/extrareqs/digitalmedia for more information.
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400278984 (FTDP)
This course aims to give students the broad-based skills and specialised knowledge necessary for initiating and developing an electronic media career path, and to work with digital technologies within the arts, screen design and media industries. Students study web graphics, animation and games design.

Major study areas
- 2D animation
- 3D design
- Digital video and sound design
- Exhibition design
- Interactive screen design
- Media theory
- Screen design
- Web programming

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing. Visit www.swinburne.edu.au/pathways for more information.

Career opportunities
Graduates will be prepared for work in the film, television and digital media industries, or for further study.

» Diploma of Screen and Media

Campus: Hawthorn*
Duration: One year full-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent; at least 12 months of an approved art, design or media course is preferred. Applicants must attend an information session in late November. Visit www.swinburne.edu.au/extrareqs/digitalmedia for more information.
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400278984 (FTDP)
This course teaches skills, knowledge and theoretical concepts in relation to digital media and film production.

Major study areas
- Digital video and sound design
- Pre- and post-production
- Production planning and processes
- Sound recording and production

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing. Visit www.swinburne.edu.au/pathways for more information.

Career opportunities
Graduates will be prepared for work in the film, television and digital media industries, or for further study.

*Students may also be required to attend the Prahran campus.
Biomedical

Bachelor of Engineering (Biomedical) (Honours)

Campus: Hawthorn

Duration: Four years full-time or equivalent part-time

VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods

Middle-band: Satisfactory completion in mathematical methods (CAS), science (any) or specialist mathematics is considered

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 3400234681 (CSP), 3400234683 (IFP)

2013 Round 1 Clearly-in ATAR: 72.90

Biomedical engineering aims to improve human health by integrating engineering with biomedical science and clinical practice. This course emphasises the application of electrical, electronics and systems engineering in medicine and biology. This allows students to explore the applications and challenges associated with biomedical engineering.

Students learn how to develop and use new technologies such as medical, instrumentation and prosthetic devices that can be used to advance and improve health care and the quality of life in communities. Practical workshops and industry projects are key features of the course.

Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

Major study areas
First-year studies include general units in engineering mathematics and energy and motion.

Students also complete units in:
- anatomy and physiology
- biophysics, circuits and electronics
- electronic engineering
- engineering management
- medical imaging and instrumentation systems
- physiological modeling
- the application of physics to biomedical systems.

Career opportunities
Graduates may work in areas such as biomaterials, clinical engineering, medical electronics and medical imaging. Potential employers include the public and private sectors, ranging from hospitals to the medical instrumentation and medical diagnostics industries.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA) and the Australasian College of Physical Scientists and Engineers in Medicine (ACPSEM).

Building

Advanced Diploma of Building Design (Architectural)

Campus: Croydon

Duration: Two-and-a-half years full-time

Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age, or qualified tradesperson and practising building designer

Application: Direct (all intakes) or VTAC (March start)

VTAC code: 3400170194 (FTDP)

This course covers building theory and practice related to residential, industrial and commercial buildings. Students gain specialist skills and knowledge as well as skills in problem-solving, project documentation and quality assurance.

The course satisfies the licensing requirement to become a drafting practitioner.

Major study areas
- Bushfire attack level (BAL) assessment
- Business planning
- Computer-aided drafting (CAD)
- Construction technology
- Design
- Occupational health and safety (OH&S)
- Project administration
- REVIT computer-assisted drawing
- Sustainable design
- Working drawings

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Graduates may take on roles as an architectural technician or building designer.
Building (continued)

Certificate IV in Building and Construction (Building)

Campus: Croydon
Duration: Nine months full-time or two years part-time
Prerequisites: Satisfactory completion of Year 12 or equivalent, or mature age, or qualified tradesperson and practising building superviser; applicants may be required to attend an interview
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400170124 (FTDP)

This course covers building theory and practice related to residential, industrial and commercial building. Students develop specialist skills and knowledge in plan interpretation, drafting, quantities building. Students also complete units in:

- Applying codes and standards
- Applying legal requirements to building and construction projects
- Construction technology
- Estimating and cost control
- Managing finances
- Managing occupational health and safety
- Planning building and construction work
- Producing labour and material schedules for ordering

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing. Visit www.swinburne.edu.au/pathways for more information.

Career opportunities
Employment may be found as a building practitioner, building works supervisor, estimator or foreperson.

Civil engineering

Bachelor of Engineering (Civil) (Honours)

Campus: Hawthorn
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234691 (CSP), 3400234693 (IFP)
2013 Round 1 Clearly-in ATAR: 73.65

Civil engineers are concerned with the design, construction and improvement of our built environment and sustainability is a key consideration for civil engineers. This degree provides students with the technical expertise and management skills needed to plan, design, construct and maintain facilities such as buildings, bridges, dams, water supply systems, waste treatment systems, road and rail networks, airports and seaports. It teaches comprehensive engineering theory and offers students hands-on practical experience.

Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

Major study areas
First-year studies include general units in engineering mathematics and energy and motion. Students also complete units in:

- geotechnical engineering
- infrastructure deterioration
- project management
- road and transport engineering
- structural engineering
- water and environmental engineering.

Students may undertake technical specialisation units covering:

- construction
- design
- management of urban infrastructure.

Career opportunities
There is high demand for civil engineers both in Australia and overseas. Graduates may find work as a planner, designer, investigator, research engineer, manager or consultant. Graduates are also prepared for roles in the development of new public and private infrastructure projects; resolution of water availability and salinity issues; using energy and natural resources, and issues of sustainability and green energy; and upgrading ageing infrastructure.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA).
Civil engineering (continued)

- Bachelor of Engineering (Civil Engineering)/Bachelor of Business

  Campus: Hawthorn
  Duration: Five years full-time or equivalent part-time
  VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
  Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
  Application: Direct (all intakes) or VTAC (Semester 1)
  VTAC code: 3400234701 (CSP), 3400234703 (IFP)

  2013 Round 1 Clearly-in ATAR: New

  This double degree offers students technical expertise in civil engineering principles plus business skills that are highly valued in large engineering consulting firms. These skills will also be advantageous for roles in construction management. Students gain the technical expertise and management skills needed to plan, design, construct and maintain facilities such as buildings, bridges, dams, water supply systems, waste treatment systems, road and rail networks, airports and seaports. The course teaches comprehensive engineering theory and offers students hands-on practical experience.

  Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

  Major study areas
  First-year studies include general units in engineering mathematics and energy and motion.
  Students also complete units in:
  - geotechnical engineering
  - infrastructure deterioration
  - project management
  - road and transport engineering
  - structural engineering
  - water and environmental engineering.

  Students select one business major from:
  - finance
  - management.

  Career opportunities
  This course prepares graduates for entry into a wide range of industries, including public authorities, municipalities, consulting firms and private consultancy firms. Graduates will be able to take on roles as a planner, designer, construction manager, administrator, investigation and research engineer or consultant.

  Professional recognition
  Graduates are eligible to apply for graduate membership of Engineers Australia (EA).

  Depending on the business major selected, graduates may be eligible for membership to the Financial Services Institute of Australasia (FINGIA) or the Australian Institute of Management (AIM).

Computer systems technology


Electrical

- Advanced Diploma of Engineering Technology – Electrical

  specialising in Industrial Automation and Control

  Campus: Hawthorn
  Duration: Two years full-time
  Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
  Application: Direct (all intakes) or VTAC (March start)
  VTAC code: 3400271114 (FTDP)

  This course provides students with the necessary skills and knowledge to evaluate, design, update and implement industrial automation systems to a technical and pre-degree level.

  Major study areas
  - Business documentation
  - Electrical engineering
  - Electrical generation engineering
  - Hydraulics
  - Networks
  - Occupational health and safety (OH&S)
  - Pneumatics
  - Programmable logic controllers (PLCs)
  - Programming
  - Project management
  - Robotics
  - Supervisory control and data acquisition (SCADA)

  Pathways
  Successful completion of this course may allow students to progress to another qualification with advanced standing.

  Career opportunities
  Graduates may find employment as a technical officer performing planning design supervision, project management and engineering liaison.

Electrical and electronic engineering

- Bachelor of Engineering (Electrical and Electronic) (Honours)

  Campus: Hawthorn
  Duration: Four years full-time or equivalent part-time
  VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
  Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
  Application: Direct (all intakes) or VTAC (Semester 1)
  VTAC code: 3400234251 (CSP), 3400234253 (IFP)

  2013 Round 1 Clearly-in ATAR: 74.40

  Electrical and electronic engineers have played a major role in the development of a wide range of technologies, including MP3 players, GPS devices and electric power generation. This course develops skills and knowledge relevant to the design, construction, operation and maintenance of electronics and electrical energy infrastructure. Students learn comprehensive engineering theory and have the opportunity to work on projects to design renewable energy systems, electric batteries, electric motor control with regenerative braking, or an electric car.

  Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units during their final year of study.

  Major study areas
  First-year studies include general units in engineering mathematics and energy and motion.
  Students also complete units in:
  - analogue and digital electronics
  - control and robotic systems
  - embedded systems
  - engineering management
  - integrated circuit design
  - power electronics and electric machines
  - power system design, modelling, operation and control
  - renewable energy systems and sustainable energy
  - signal processing.

  Students also select from software engineering, specialist, technical and business management units.

  Career opportunities
  Graduates may find employment as a design engineer, project planner, product designer or project manager in a range of industries including automotive, robotics, aerospace, power systems, electronics, manufacturing and industrial research.

  Professional recognition
  Graduates are eligible to apply for graduate membership of Engineers Australia (EA).
Electronics and computer systems

Bachelor of Engineering (Electronics and Computer Systems) (Honours)

Campus: Hawthorn
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234231 (CSP), 3400234233 (IFP)
2013 Round 1 Clearly-in ATAR: 73.35

In this course students learn how to design, construct, develop and maintain information products, services and systems. Dynamic high-technology areas are covered, including the overlapping fields of computer hardware and software, telecommunications, electronics and electrical systems. The course teaches science, technology and problem-solving skills and prepares students for professions characterised by the growth of new technologies.

Students develop design expertise in electronics, computer systems and software engineering. They also select a specialisation from embedded systems, programmable hardware design, programming or artificial intelligence. The course cultivates logical and lateral thinking through practical hands-on workshops and industry-based projects.

Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

Major study areas
First-year studies include general units in engineering mathematics and energy and motion.

Students also complete units in:
- analogue and digital electronics design
- digital signal processing and implementation
- hardware description languages
- principles of embedded systems
- project and engineering management
- software engineering
- system on chip
- telecommunication, automation and control.

Career opportunities
Graduates will be able to work in a diverse range of environments designing innovative products for the automotive, aerospace, computer programming, defence, industrial and power electronics, medical imaging systems, power generation, manufacturing, robotics and telecommunications industries.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA).

Bachelor of Engineering (Electronics and Computer Systems)/Bachelor of Business

Campus: Hawthorn
Duration: Five years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234711 (CSP), 3400234713 (IFP)
2013 Round 1 Clearly-in ATAR: New

This degree teaches students to create sophisticated computer systems as well as the business skills needed to manage and commercialise projects. It encompasses multidisciplinary and entrepreneurial skills to prepare students for leading roles in engineering corporations or to develop their own business ventures in the fields of electronics and computer systems engineering. Students learn comprehensive engineering theory and have the opportunity to work on hands-on projects.

Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

Major study areas
First-year studies include general units in engineering mathematics and energy and motion.

Students also complete units in:
- analogue and digital electronics design
- digital signal processing and implementation
- hardware description languages
- principles of embedded systems
- project and engineering management
- software engineering
- system on chip
- telecommunication, automation and control.

Students select one business major from:
- finance
- management.

Career opportunities
Graduates are able to combine engineering skills with business knowledge to design innovative products for industries including automotive, aerospace, computer programming, defence, industrial and power electronics, manufacturing, medical imaging systems, power generation, robotics and telecommunications. The business major provides opportunities for management roles.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA).

Depending on the business major selected, graduates may be eligible for membership to the Financial Services Institute of Australasia (FINSIA) or the Australian Institute of Management (AIM).

Bachelor of Engineering (Electronics and Computer Systems)/Bachelor of Computer Science

Campus: Hawthorn
Duration: Five years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234821 (CSP), 3400234823 (IFP)
2013 Round 1 Clearly-in ATAR: New

This course lays a foundation for creative and innovative design in the pursuit of solutions to engineering problems. Students develop design expertise in digital and analogue electronics, embedded systems, computer architectures, digital signal processing and software engineering. Students select one major from programming, artificial intelligence and database systems.

The course promotes logical and lateral thinking through practical workshops and industry-based projects. Students benefit from group laboratory work that teaches them how to bring together their diverse range of skills.

Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

Major study areas
First-year studies include general units in engineering mathematics and energy and motion.

Students also complete units in:
- analogue and digital electronics design
- digital signal processing and implementation
- hardware description languages
- principles of embedded systems
- project and engineering management
- software engineering
- system on chip
- telecommunication, automation and control.

Students select one business major in:
- data visualisation
- digital graphics
- introduction to supercomputing.

Career opportunities
Graduates may find careers as an engineer, product manager or designer in the automotive, chemical, defence, electronic appliances, robotics, or telecommunications industries, or in industrial research. They may also find roles in any field where the ability to cope with complexity in electronic design, computer systems and software development is an asset.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA).

This degree has been accredited at professional level by the Australian Computer Society (ACS).
**Engineering technology**

- **Advanced Diploma of Engineering Technology**
  - with streams in Civil Engineering, Mechanical Engineering, and Robotics and Mechatronics

  **Campus:** Hawthorn
  **Duration:** Two years full-time or equivalent part-time.
  **Prerequisites:** Satisfactory completion of Victorian Year 12 or equivalent with passes in Units 1 and 2 in Mathematics, or completion of a mechanical or fabrication trade certificate, or mature age.
  **Application:** Direct (all intakes) or VTAC (March start)
  **VTAC code:** Civil engineering stream: 3400277364 (FTDP)
  **Robots and mechatronics stream: 3400277084 (FTDP)**
  
  This course equips students with the knowledge and skills required for a career in manufacturing, mechanical engineering, design and civil engineering. It provides paraprofessional-level training for the mechanical and manufacturing industries, with emphasis on automation systems and structural engineering applications. Students select one specialisation from civil engineering, mechanical engineering or robotics and mechatronics.

  **Major study areas**
  - Applying electrotechnology principles in an engineering work environment
  - Computer-aided drafting (CAD), computer-aided manufacturing (CAM) and computer-aided engineering (CAE)
  - Construction principles
  - Designing mechanical machines
  - Managing projects
  - Material science
  - Performing basic machining processes
  - Programming, operating and selecting a robotic system
  - Structural analysis and design engineering
  - Structural drafting
  - Survey engineering

  **Pathways**

  Successful completion of this course may allow students to progress to another qualification with advanced standing.


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**Career opportunities**

Graduates of the civil engineering specialisation will be equipped to manage projects and to analyse, diagnose, design and execute judgements in the civil/structural field. Employment may also be found in construction engineering as technical support or as a technical officer with a water authority or local council.

Graduates of the mechanical engineering specialisation may work as a tool designer, drafting technician, production supervisor, production planner, production controller, estimator or plant and equipment sales technical officer.

Graduates of the robotics and mechatronics specialisation may work as a technician in any engineering industry with automation such as process control. Roles may include drafting technician, production supervisor, production planner, production controller or plant and control equipment sales technical officer.

**Professional recognition**

Graduates are eligible to apply for assessment by Engineers Australia (EA) for membership at Associate Level (Engineering Officer).

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**Mechanical engineering**

- **Bachelor of Engineering (Mechanical) (Honours)**
  
  **Campus:** Hawthorn
  **Duration:** Four years full-time or equivalent part-time
  **VCE Prerequisites:** Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
  **Middle-band:** Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
  **Application:** Direct (all intakes) or VTAC (Semester 1)
  **VTAC code:** 3400234611 (CSP), 3400234613 (IFP)

  **2013 Round 1 Clearly-in ATAR:** 73.05

  Mechanical engineers design technologies requiring physical motion and, in doing so, sustain and transform every aspect of life. They have created wind turbines, artificial hearts and limbs, intensive-care equipment, trains, cars, ships, aircraft and mining machinery. Sustainability is a key consideration for mechanical engineers as they develop solutions to engineering problems in a way that efficiently uses energy and natural resources.

  This course teaches the core concepts of mechanics, kinematics, thermodynamics, fluid mechanics and energy. Students participate in industry projects and practical workshops.

  Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

  **Major study areas**

  First-year studies include general units in engineering mathematics and energy and motion.

  Students also complete units in:
  - control systems
  - engineering management
  - machine dynamics
  - materials engineering
  - mechanics of structures
  - solid and fluid mechanics
  - thermodynamics.

  Students may select elective units from specialist and technical areas including:
  - aviation
  - biomedical engineering
  - mechatronics
  - sustainability.

  **Career opportunities**

  Graduates may find employment in the aerospace, automotive, biomedical, building services, consulting engineering, defence, finance, manufacturing, maritime engineering, materials processing, mining, power generation, renewable energy, research and development, and transport industries. This may include roles in design, development, testing, innovation, quality control, project management, planning, research and engineering management.

  **Professional recognition**

  Graduates are eligible to apply for graduate membership of Engineers Australia (EA).
Mechanical engineering
(continued)

Bachelor of Engineering (Mechanical Engineering)/Bachelor of Business

Campus: Hawthorn
Duration: Five years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234661 (CSP), 3400234663 (IFP)
2013 Round 1 Clearly-in ATAR: New

This course allows students to enhance their mechanical engineering studies in design, manufacturing and maintenance with fundamental knowledge in the field of business. It offers students a diverse and highly valued skill set.

Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

Major study areas
First-year studies include general units in engineering mathematics and energy and motion.

Students also complete units in:
- control systems
- engineering management
- machine dynamics
- materials engineering
- mechanics of structures
- solid and fluid mechanics
- thermodynamics.

Students select one business major from:
- finance
- management.

Career opportunities
Graduates will be well positioned for a career in the automotive, aerospace, transport, power generation, manufacturing, materials processing, appliance production, mechanical building services, mining and raw-material conversion industries. This may include roles in design, testing, development, innovation, project management, planning, research, quality control, and engineering management.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA).

Depending on the business major selected, graduates may be eligible for membership to the Financial Services Institute of Australasia (FINSA) or the Australian Institute of Management (AIM).

Product design engineering

Bachelor of Engineering (Product Design) (Honours)

Campus: Hawthorn*
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
Middle-band: Satisfactory completion in product design and technology, physics, specialist mathematics, studio arts or visual communication design is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234121 (CSP), 3400234123 (IFP)
2013 Round 1 Clearly-in ATAR: Range of criteria

Product design engineers have a unique skill set that enables them to design innovative, sustainable products. This course combines studies in industrial design and engineering, linking the creativity and human-centred approach of industrial design with the academic rigour of engineering science, material and manufacturing process selection, project management and innovation. Students develop skills needed to design and develop competitive products for Australian and international markets.

Practical workshops and industry projects are key features of the course. Students may choose a minor specialisation in manufacturing engineering, biomedical engineering or electronic engineering.

Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

Major study areas
First-year studies include industrial design units and general units in engineering mathematics and energy and motion.

Students also complete units in:
- computer modelling and simulation
- design and culture
- design for manufacturing
- engineering management
- innovative design methodology
- mechanical design
- product design interaction
- sustainable design.

Career opportunities
Graduates may find employment in the engineering or industrial design fields, or in product design engineering. This may include roles in the design, development and manufacture of products for personal, medical or industrial use.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA) and the Design Institute of Australia (DIA).

*Students may also be required to attend the Prahran campus.
Renewable energy technology

Certificate IV in Renewable Energy

Campus: Wantirna
Duration: One year full-time or equivalent part-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 71001 (VGF), 71004 (FTDP)

This course teaches students how to select, install, commission, fault-find and maintain multiple renewable energy sources, including photovoltaic solar panels, solar energised battery systems, wind energy conversion systems and micro-hydro systems. They also learn about equipment used to control energy use and how to connect numerous energy sources to an electrical grid system.

Major study areas
- Electrical technology and electronics
- Renewable energy technologies
- Solar design, wind energy and photovoltaic systems
- Stand-alone renewable energy systems

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
Graduates may find roles in engineering, sales, local government, system design and installation. This course provides a pathway for Clean Energy Council (CEC) accreditation for stand-alone power supplies and grid connect design.

Robotics and mechatronics

Bachelor of Engineering (Robotics and Mechatronics) (Honours)

Campus: Hawthorn
Duration: Four years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234581 (CSP), 3400234583 (IFP)
2013 Round 1 Clearly-in ATAR: 73.45

Mechatronic engineers design and develop diverse systems for a range of industries, including manufacturing, medicine and the service industries. The field encompasses exciting advances in technology, from automated assembly plants to driverless vehicles. This course integrates three traditional engineering disciplines – mechanical, electronics and software. Students learn how to use multidisciplinary skills to meet growing demand from an industry that is pushing the limits of technology.

Practical workshops and industry projects are key features of the course and students choose from a wide range of projects. Students also have the opportunity to undertake postgraduate-level elective units in their final year of study.

Major study areas
First-year studies include general units in engineering mathematics and energy and motion.

Students also complete units in:
- computer-aided engineering (CAE)
- control systems
- electronics
- machine dynamics and design
- mechatronics systems design and development
- programming
- project management
- structural mechanics.

Career opportunities
Graduates are prepared for roles as a design engineer, project planner/manager or product designer in industries such as robotics, airlines, chemical, automotive, appliance manufacturing and industrial research.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA).

Bachelor of Engineering (Robotics and Mechatronics)/ Bachelor of Business

Campus: Hawthorn
Duration: Five years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods
Middle-band: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234591 (CSP), 3400234593 (IFP)
2013 Round 1 Clearly-in ATAR: New

This course combines robotics and mechatronics knowledge with business studies. It encompasses multidisciplinary and entrepreneurial skills to prepare students for leading roles in engineering corporations or to develop their own robotics and mechatronics business ventures. Students learn comprehensive engineering and business theory and gain practical hands-on experience.

Students undertake at least 12 weeks of relevant work experience and can choose to complete postgraduate-level elective units.

Major study areas
First-year studies include general units in engineering mathematics and energy and motion.

Students also complete units in:
- computer-aided engineering (CAE)
- control systems
- electronics
- machine dynamics and design
- mechatronics systems design and development
- programming
- project management
- structural mechanics.

Students select one business major from:
- finance
- management.

Career opportunities
This combination of engineering and business knowledge provides graduates with a competitive advantage in the workforce. They are prepared for roles as a design engineer, project planner/manager or product designer in industries such as robotics, airlines, chemical, automotive, appliance manufacturing and industrial research.

Professional recognition
Graduates are eligible to apply for graduate membership of Engineers Australia (EA).

Depending on the business major selected, graduates may be eligible for membership to the Financial Services Institute of Australasia (FINSIA) or the Australian Institute of Management (AIM).
Robots and mechatronics (continued)

**Bachelor of Engineering (Robotics and Mechatronics)/Bachelor of Computer Science**

*Campus*: Hawthorn

*Duration*: Five years full-time or equivalent part-time

*VCE Prerequisites*: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods

*Middle-band*: Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics is considered.

*Application*: Direct (all intakes) or VTAC (Semester 1)

*VTAC code*: 3400234991 (CSP), 3400234993 (IFP)

*2013 Round 1 Clearly-in ATAR*: New

In this course students learn how to apply advanced computing techniques in the design and operation of robotic and mechatronic systems. Students also study mechanical engineering, electrical engineering, and electronic and software engineering. They learn about the design, development and control of diverse systems used in a range of industries, including manufacturing, medicine and the service industries.

Students participate in practical workshops and industry projects throughout the course, and undertake at least 12 weeks of relevant work experience.

*Major study areas*

First-year studies include general units in engineering mathematics and energy and motion.

Students also complete units in:
- computer-aided engineering (CAE)
- computer science and software engineering
- data communications and networks
- electronics
- intelligent systems
- machine dynamics and design
- mechatronics systems design and development
- programming
- project management
- robotics
- structural mechanics.

*Career opportunities*

Graduates are equipped to pursue a career in the robotics, aerospace, chemical, defence, automotive or manufacturing industries where complex software plays a major role; or in businesses that require extensive computer support, such as banking and commerce. This may include roles as a design engineer, software engineer, project planner, product designer or project manager.

*Professional recognition*

Graduates are eligible to apply for graduate membership of Engineers Australia (EA).

The Bachelor of Computer Science has been accredited at professional level by the Australian Computer Society (ACS).

Software engineering

See Information and Communication Technologies: Bachelor of Engineering (Software Engineering) (Honours).

Telecommunication and network engineering

See Information and Communication Technologies: Bachelor of Engineering (Telecommunication and Network Engineering) (Honours), Bachelor of Engineering (Telecommunication and Network Engineering)/Bachelor of Business and Bachelor of Engineering (Telecommunication and Network Engineering)/Bachelor of Computer Science.
Environment and Land Management

Carbon management

**Diploma of Carbon Management**

- **Campus:** Hawthorn, online
- **Duration:** One year part-time
- **Prerequisites:** Basic computer skills
- **Application:** Direct

Learn how to become ‘carbon accountable’. In this course students will develop the skills and knowledge needed to understand government policy and workplace requirements regarding the management of greenhouse gas emissions. Students will learn how to assess risk; assess and apply principles of energy, policy and change management; create and implement carbon management strategies; and lower an organisation’s carbon footprint.

**Major study areas**
- Behaviour change
- Carbon accounting and reporting
- Creation and implementation of a greenhouse gas management plan
- Organisation engagement and training in greenhouse gas management
- Principles of energy and resource efficiency

**Pathways**
Successful completion of this course may allow students to progress to another qualification with advanced standing.


**Career opportunities**
Employment may be found in environmental or risk management positions, project management or as a consultant to industry.

Conservation and land management

**Diploma of Conservation and Land Management**

**Certificate IV in Conservation and Land Management**

**Campus:** Wantirna

- **Diploma – Eighteen months full-time or equivalent part-time**
- **Certificate – Two years part-time**
- **Prerequisites:** Diploma – Satisfactory completion of Victorian Year 12 or equivalent, or mature age. It is recommended that applicants have completed at least one VCE unit in chemistry, biology or mathematics.
- **Certificate – None**

Students will gain a broad knowledge in environmental science and develop management strategies for the sustainable use of our resources. They will obtain a thorough understanding of the use, maintenance, conservation and management of our natural resources, including flora, fauna, soils and water.

**Major study areas**
- Community networks and programs
- Implementing revegetation works
- Land and water management
- Mapping systems for land management purposes
- Monitoring biodiversity
- Parks and wilderness management, parks and recreation management, vegetation and wildlife management
- Projects, contractors and budgets

**Pathways**
Successful completion of this course may allow students to progress to another qualification with advanced standing.


**Career opportunities**
Employment may be found in the horticulture industry at a technical, supervisory or managerial level.

**Professional recognition**
Graduates will be eligible to apply for membership of the Australian Institute of Landscape Designers and Managers (AILDM) and industry associations.

Horticulture

**Diploma of Horticulture**

**Campus:** Wantirna

- **Duration:** Eighteen months to two years full-time or equivalent part-time
- **Prerequisites:** Satisfactory completion of Victorian Year 12 or equivalent, or mature age
- **Application:** Direct (all intakes) or VTAC (March start)
- **VTAC code:** 3401071044 (FTDP)

This course is ideal for students who have a demonstrated commitment to horticulture and who wish to pursue a career in the nursery, landscape, parks and gardens, turf, arboriculture or floriculture industries. Students will learn about plant nutrition, plant health, propagation and recognition of plants, landscape design, products and services, and business management and administration.

**Major study areas**
- Ecologically sustainable design
- Horticulture (including nursery and plant nutrition)
- Integrated pest and disease management
- Irrigation and water management
- Landscape horticulture
- Parks and gardens
- Soil science

**Pathways**
Successful completion of this course may allow students to progress to another qualification with advanced standing.


**Career opportunities**
Employment may be found in the horticulture industry at a technical, supervisory or managerial level.
Sustainability

Diploma of Sustainability

Campus: Online
Duration: One year part-time
Prerequisites: This course is available to all students studying a diploma or degree, or those who have completed a diploma or higher qualification and have relevant work experience
Application: Diploma only – Direct
Dual awards* – Direct (all intakes) or VTAC (March start)
*When taken in combination with another qualification.

This course introduces students to key sustainability concepts, tools and practices, and provides specialised skills and knowledge that can be applied to a broad range of areas. Students will be equipped to develop and implement programs to support behaviour change, and to research and apply sustainable production and consumption principles.

Students will learn how to develop business plans for sustainable management in a business practice and to determine the advantages for businesses and organisations to align with sustainability practices.

Major study areas
- Behaviour change models, theories and programs
- Developing a business plan for responsive and sustainable business practices
- Principles of sustainable design, sustainable production and consumption
- Tools and concepts of sustainability and sustainable practices

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Graduates may find employment as a landscape designer, sustainability consultant, project manager implementing sustainable practice or sales consultant for sustainable landscape products.

Professional recognition
Graduates will be eligible to apply for membership of the Australian Institute of Landscape Designers and Managers (AILDM) and industry associations.

Landscape design

Diploma of Sustainable Landscape Design

Campus: Wantirna
Duration: One year full-time or equivalent part-time
Prerequisites: Applicants are expected to have basic computer skills, and demonstrated capacity in literacy, numeracy and interpersonal communication skills
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3401010154 (FTDP)

Students will be taught best practice in landscape design and sustainable landscaping. They will learn that, as a landscape designer, their role is to create landscapes that encourage positive social interactions, benefit the environment and are economically viable. These designs will follow the first principle of sustainability: to meet the needs of the present without compromising those of future generations.

Major study areas
- Applying water-sensitive urban design
- Designing towards sustainable landscapes
- Overseeing sustainable landscape construction techniques
- Preparing a landscape project design
- Producing computer-aided drawings
- Recommending plants and cultural practices

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Graduates may find employment as a landscape designer, sustainability consultant, project manager implementing sustainable practice or sales consultant for sustainable landscape products.

Professional recognition
Graduates will be eligible to apply for membership of the Australian Institute of Landscape Designers and Managers (AILDM) and industry associations.
Film and Television

Animation

Bachelor of Film and Television (Animation)

Campus: Hawthorn*

Duration: Three years full-time or equivalent part-time

VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English

Middle-band: Satisfactory completion in art, drama, interactive digital media (VCE VET), literature, media, product design and technology, studio arts, theatre studies or visual communication design is considered; a study score of 35 in English (EAL) is considered; a study score of 30 in English (any other) is considered

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 3400210061 (CSP), 3400210063 (IFP)

2013 Round 1 Clearly-in ATAR: 86.30

This course provides students with a broad understanding of animation through the practice of animation techniques. It explores film, television and animation history and theory, and the development of narrative structures as applied to animation. Students develop creative, analytical and research skills in all aspects and types of animation production, with emphasis on project work. Students select an animation specialisation to extend their skills and knowledge in a professional form of animation technique and style.

Major study areas
- 2D animation
- 2D character animation
- Animation technologies
- History and practice of animation
- Hollywood cinema
- Imaging for narrative and storyboards
- Introduction to genre
- Screen literacy and contemporary cinema
- Scriptwriting and directing
- Sound design and acquisition
- Writing for animation

Career opportunities
Graduates may explore career opportunities in advertising, cinema, games or film and television production, as well as in emerging digital entertainment and visualisation industries where animation is increasingly used for highly detailed, conceptual and narrative visual forms such as in architecture, education, engineering, medical imaging and science areas.

Professional recognition
Graduates are eligible for membership of Australian Screen Editors Guild, Screen Services Association of Victoria, Australian Graphic Designers Association (AGDA), Design Institute of Australia (DIA), Melbourne Art Directors Club (MADC), Australian Cinematographers Society, Screen Producers Association of Australia and the Game Developers' Association of Australia.

Film and television

Bachelor of Film and Television

Campus: Hawthorn*

Duration: Three years full-time or equivalent part-time

VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English

Middle-band: Satisfactory completion in art, drama, interactive digital media (VCE VET), literature, media, product design and technology, studio arts, theatre studies or visual communication design is considered; a study score of 35 in English (EAL) is considered; a study score of 30 in English (any other) is considered

Application: Direct (all intakes) or VTAC (Semester 1)

VTAC code: 3400236321 (CSP), 3400236323 (IFP)

2013 Round 1 Clearly-in ATAR: 86.30

This course provides students with the essential creative skills, technical knowledge and theory to make high-quality cinema, television and digital media productions. Students collaborate to make films through research, screenwriting, direction, project management and production skills such as cinematography, sound editing and visual effects. Creative outcomes include narrative films, documentaries, animations, experimental films, music videos and television commercials. Students are encouraged to participate in study tours and international exchange programs to enhance their filmmaking skills.

Swinburne also offers an honours (fourth) year for this degree.

Major study areas
- Advanced post-production and digital outcomes
- Cinematography and lighting
- Digital media techniques and post-production
- Directing
- Documentary production
- Film theory and criticism
- Post-production and editing
- Producing
- Production management
- Production techniques/photography
- Screen literacy and contemporary cinema
- Scriptwriting
- Sound recording and design

Career opportunities
Graduates will be equipped to explore a career in cinematography, directing, producing, scriptwriting, editing or sound roles in documentary, television or film production contexts. They will also be prepared for advertising, animation or video post-production roles, or business roles in the film and television industries.

Professional recognition
Graduates are eligible for membership of the Australian Screen Editors Guild, Screen Services Association of Victoria, Screen Producers Association of Australia, Australian Graphic Designers Association, Melbourne Art Directors Club and The Australian Cinematographers Society.

Screen and media

Advanced Diploma of Screen and Media specialising in Film and Television

Campus: Hawthorn*

Duration: One year full-time

Prerequisites: Successful completion of Diploma in Screen and Media or equivalent, or relevant experience. Applicants must attend an information session in late November. Visit www.swinburne.edu.au/extareqs/filmtv for more information.

Application: Direct (all intakes) or VTAC (March start)

VTAC code: 3400278064 [FTDP]

This course provides students with in-depth knowledge of the filmmaking production process and its related technical aspects of camera operation, sound recording, non-linear editing, script development and interpretation, and project management. Students develop productions within a broad cultural and theoretical context through research projects and studies in media theory.

Major study areas
- Directing
- Editing
- Lighting
- Pre- and post-production
- Production planning and processes
- Recording/mixing process
- Scriptwriting
- Sound recording and production
- Television/studio production

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Graduates may find employment in the film and television industry or as an independent producer, director, editor or special effects developer.

*Students may also be required to attend the Prahran campus.
Diploma of Screen and Media

Campus: Hawthorn*

Duration: One year full-time

Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent; at least 12 months of an approved art, design or media course is preferred. Applicants must attend an information session in late November. Visit www.swinburne.edu.au/extrareqs/filmtv for more information.

Application: Direct (all intakes) or VTAC (March start)

VTAC code: 3400278064 (FTDP)

This course teaches skills, knowledge and theoretical concepts in relation to digital media and film production.

Major study areas
- Digital video and sound design
- Pre- and post-production
- Production planning and processes
- Sound recording and production

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Graduates will be prepared for work in the film, television and digital media industries, or for further study.
Community services work (continued)

Certificate IV in Community Services Work

Campus: Hawthorn, Wantirna, workplace
Duration: Six months full-time
Prerequisites: None
Application: Direct

This course provides students with the knowledge and skills to work in the community services sector in residential and community settings. Students will learn how to provide a holistic approach to client needs, including social, emotional, psychological and practical support.

The course includes a mix of delivery methods, including face-to-face class time, online work and project work.

Major study areas
- Delivering and developing client services
- Identifying and responding to children and young people at risk
- Responding holistically to client issues and referring appropriately
- Working within a community development framework

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Employment may be found in a range of community service and welfare organisations, including positions such as family support worker, group facilitator, case worker, pastoral care counsellor, client service assessor, community services worker, program coordinator or social welfare worker.

Education

Bachelor of Education (Early Childhood) new

Campus: Online
Duration: Four years full-time or equivalent part-time
Prerequisites: Units 3 and 4 – a study score of at least 25 in English (any) and units 1 and 2 in Mathematics (excluding Foundation Mathematics)
Application: Direct

Effective teaching requires professionals who are able to use a range of technologies, subject content and techniques to enhance and extend children’s learning. This course provides the skills needed to engage children through visual arts, music, literacy, mathematics and creative assessment. Students will learn how to respond to family diversity, children with additional needs and Indigenous and linguistically diverse children.

The course includes six supervised practical units, placing students in early childhood settings and primary schools to develop professional teaching skills.

Career opportunities
Employment may be found as a teacher in primary schools, day care centres and work-based care.

Professional recognition
This course meets the academic requirements for the Victorian Institute of Teaching (VIT) and the Australian Children’s Education and Care Quality Authority (ACECQA).

Certificate III in Health Services Assistance

Campus: Wantirna
Duration: Three to six months part-time
Prerequisites: None
Application: Direct

This qualification is for students who aspire to work in an assisting role to health professional staff with the care of clients. Health services assistance involves working in direct client contact under supervision.

Students will need to successfully complete a fieldwork placement, for which they will be required to undertake a police record check.

The course is delivered via a blended delivery model, which includes face-to-face classes, online study and workplace assessment.

Major study areas
- Effective communication
- Maintaining a clean healthcare environment
- Occupational health and safety practices
- Transporting clients and patients safely

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Employment may be found in the health and community services sector in roles such patient service attendant, orderly or ward support.
Information and Communication Technologies

### Business information systems

#### Bachelor of Business Information Systems

**Campus:** Hawthorn  
**Duration:** Four years full-time or equivalent part-time  
**VCE Prerequisites:** Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English  
**Middle-band:** Satisfactory completion in business (any) and/or information technology (any) is considered  
**Application:** Direct (all intakes) or VTAC (Semester 1)  
**VTAC code:** 3400234561 (CSP), 3400234563 (IFP)  
**2013 Round 1 Clearly-in ATAR:** 66.50

Information systems (IS) address how people, information, computers, networks and processes come together to create cohesive business solutions. This course covers core IS studies, including:

- Business analysis
- Business process modeling
- Database design, implementation and management
- Enterprise systems
- Mobile business and connectivity
- Risk and security
- Systems acquisition and implementation management.

Students can also select elective units and build skills in ICT, business, social science or design.

#### Major study areas

This course covers core IS studies, including:

- Business analysis
- Business process modeling
- Database design, implementation and management
- Enterprise systems
- Marketing and accounting
- Programming (.NET)
- Project management
- Risk and security
- Systems acquisition and implementation management.

Students also select one business major from:

- Accounting
- Commercial law
- Entrepreneurship and innovation
- Finance
- Human resource management
- International business
- Management
- Marketing.

#### Career opportunities

Graduates may pursue a career in business analysis, business process analysis, business requirements analysis, project management, enterprise systems consultancy, business relationship management or business development.

#### Professional recognition

This degree is accredited at the professional level with the Australian Computer Society (ACS), ensuring it meets the highest standards of the profession and the industry.

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### Computer science

#### Bachelor of Computer Science

**Campus:** Hawthorn  
**Duration:** Three years full-time or equivalent part-time  
**VCE Prerequisites:** Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematics (any)  
**Middle-band:** Satisfactory completion in information technology (any), physics or specialist mathematics  
**Application:** Direct (all intakes) or VTAC (Semester 1)  
**VTAC code:** 3400234771 (CSP), 3400234773 (IFP)  
**2013 Round 1 Clearly-in ATAR:** New

This course focuses on advanced technologies including software development using C++ and Java, software engineering and software development for the internet. It aims to develop extensive skills in software development, experience in working on team projects and strong communication skills.

#### Major study areas

- Artificial intelligence
- Business information systems
- Data communications and security
- Database analysis and design
- Internet technologies
- Languages in software development
- Professional issues in information technology
- Programming
- Software architectures, design, deployment and evolution
- Software development practices
- Software project practices and management

#### Career opportunities

Graduates may find employment in organisations engaged in medium-to-large-scale software development, in technical areas such as web programming, software design and engineering, user-interface engineering, software testing, usability, systems analysis and design, and project management.

#### Professional recognition

This degree is accredited at the professional level with the Australian Computer Society (ACS), ensuring it meets the highest standard of the profession and the industry.
Software engineering

- Bachelor of Engineering (Software Engineering) (Honours)

  **Campus:** Hawthorn  
  **Duration:** Four years full-time or equivalent part-time  
  **VCE Prerequisites:** Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods or Specialist Mathematics  
  **Middle-band:** Satisfactory completion in information technology (any), mathematics (any) or physics is considered  
  **Application:** Direct (all intake) or VTAC (Semester 1)  
  **VTAC code:** 3400234861 (CSP), 3400234863 (IFP)  
  **2013 Round 1 Clearly-in ATAR:** n/a  

Software engineers design, implement, test, maintain and manage projects for the engineering of complex software systems. This course covers advanced software engineering with an emphasis on teamwork, problem-solving and practical software engineering skills, including quality assurance, project management and industry-standard development techniques and tools.

The course also includes units in the engineering of embedded software systems, systems engineering and mobile applications, as well as more advanced studies in software and systems engineering, including design, quality assurance, implementation and deployment.

Students gain a professional understanding of the science and engineering principles underlying software and systems engineering, allowing them to gain specialised skills in a variety of areas, including telecommunications, robotics and mechatronics, pervasive computing and mobile systems development.

**Major study areas**
- Data communications and security  
- Electronics  
- Engineering management  
- Enterprise programming  
- Mathematics  
- Programming (C++ and Java)  
- Project management  
- Software architecture  
- Software engineering  
- Usability and user-centred design

**Career opportunities**
Graduates may find employment in a variety of roles, including software engineer, quality assurance engineer, systems engineer, software architect, software design and development, and embedded systems and mobile application engineering. Employment opportunities exist in organisations engaged in medium- to large-scale software development projects in many areas such as defence and aerospace, manufacturing, control systems, banking and finance.

Telecommunication and network engineering

- Bachelor of Engineering (Telecommunication and Network Engineering) (Honours)

  **Campus:** Hawthorn  
  **Duration:** Four years full-time or equivalent part-time  
  **VCE Prerequisites:** Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods  
  **Middle-band:** Satisfactory completion in information technology (any), physics or specialist mathematics is considered  
  **Application:** Direct (all intake) or VTAC (Semester 1)  
  **VTAC code:** 3400234871 (CSP), 3400234873 (IFP)  
  **2013 Round 1 Clearly-in ATAR:** 73.35  

Telecommunication and network engineers design, implement and facilitate the communication infrastructure of businesses. They are capable of developing sophisticated systems such as cellular mobile communication networks, broadband multimedia computer networks, and radio and television broadcasting systems.

This degree provides students with a professional understanding of the science and engineering principles underlying telecommunication and network engineering, and the ability to apply that knowledge. Students also acquire a detailed understanding of relevant engineering methods and techniques, and gain competence in their application.

Theoretical learning is coupled with practical experience in various aspects of networking and signal analysis used in telecommunications and networking. Elective units prepare students to obtain both Cisco Systems and Microsoft Industry certifications.

**Major study areas**
- Communications theory and principles  
- Electronics  
- Engineering management  
- Enterprise services and security  
- Mathematics  
- Network design and security  
- Network modelling and analysis  
- Programming (C)  
- Wireless communications

**Career opportunities**
Graduates may find employment in the ICT industry in a range of areas including the design, installation and commissioning of telecommunications equipment; management of next-generation telecommunications systems; management and optimisation of telecommunications performance; network design and security; network analysis; telecommunications and network product management; marketing; and senior sales management.

**Professional recognition**
Graduates will be eligible to apply for graduate membership of Engineers Australia (EA).

Depending on the business major selected, graduates may be eligible for membership to the Financial Services Institute of Australasia (FINSIA) or the Australian Institute of Management (AIM).

- Bachelor of Engineering (Telecommunication and Network Engineering)/Bachelor of Business

  **Campus:** Hawthorn  
  **Duration:** Five years full-time or equivalent part-time  
  **VCE Prerequisites:** Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English, and a study score of at least 20 in Mathematical Methods  
  **Middle-band:** Satisfactory completion in chemistry, information technology (any), physics or specialist mathematics  
  **Application:** Direct (all intake) or VTAC (Semester 1)  
  **VTAC code:** 3400234901 (CSP), 3400234903 (IFP)  
  **2013 Round 1 Clearly-in ATAR:** New  

This double degree introduces students to engineering principles in electronic and telecommunications engineering, as well as business fundamentals. It emphasises an in-depth understanding of the technology of the internet and the international telecommunications industry, covering local and global digital networking, and mobile communication systems for broadband-interactive information highways.

Theoretical learning is coupled with practical experience in various aspects of networking and signal analysis used in telecommunications and networking. Elective units prepare students to obtain both Cisco Systems and Microsoft Industry certifications.

**Major study areas**
Areas of study include:
- communications theory and principles  
- electronics  
- engineering management  
- enterprise services and security  
- mathematics  
- network design and security  
- network modelling and analysis  
- programming (C)  
- wireless communications.

Students also select one business major from:
- finance  
- management.

**Career opportunities**
Graduates may find employment in the business, telecommunications, multimedia, computing and internet information technology industries. They may find roles as an internet applications engineer or manager, telecommunications systems designer, broadband network designer, embedded telecommunications systems designer, embedded software systems designer, network switching and protocol designer or analyst/designer/manager of internal corporate multimedia networks.

**Professional recognition**
Graduates will be eligible to apply for graduate membership of Engineers Australia (EA).

Depending on the business major selected, graduates may be eligible for membership to the Financial Services Institute of Australasia (FINSIA) or the Australian Institute of Management (AIM).
Media and Communications

Advertising

Also see Business and Management: Bachelor of Business (Advertising).

> Bachelor of Communication (Advertising)

Campus: Hawthorn
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in Australian politics, history (any), literature, LOTE (any) or media is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400235321 (CSP), 3400235323 (IFP)
2013 Round 1 Clearly-in ATAR: 59.95

This degree combines advertising design and theory to help students answer these questions and many more. Students learn about effective design and strategy, as well as advertising development, implementation and evaluation, enabling them to design advertisements that not only please clients but achieve the ultimate purpose of reaching the audience in the desired way.

Through careful matching of practical projects with appropriate theory, in line with current professional standards and requirements, this course provides students with the vital knowledge and skills needed to succeed in the complex and creative world of advertising.

Major study areas

- advertising issues – regulations, ethics and cultural considerations
- concept development and copywriting
- design
- marketing
- media planning and purchasing
- media, advertising, sport and society
- professional communication
- visual language.

Career opportunities

Graduates can expect to work in agency or in-house roles that involve providing leadership and/or major input into advertising design and implementation. Employment may be found in marketing and public relations agencies and in the sales, marketing, digital or communication departments of large organisations, or in roles working with human resources groups in organisations that regularly advertise for students or staff.

Communication

Also see Business and Management: Bachelor of Business/Bachelor of Communication.

> Bachelor of Communication

Campus: Hawthorn, online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in Australian politics, history (any), literature, LOTE (any) or media is considered
Application: Hawthorn: Direct (all intakes) or VTAC (Semester 1)
Online: Direct
VTAC code: 3400235011 (CSP), 3400235013 (IFP)
2013 Round 1 Clearly-in ATAR: 60.55

In this course students study three distinct but related areas: media studies, public relations and design. They learn about media and media production, public relations and the impact of design on these specialised areas of communication.

Students also have the opportunity to participate in hands-on projects designed to help them confront the challenges of the dynamic professional communication sector.

Major study areas

Hawthorn
Advertising: In this major students learn about effective design and strategy; and advertising development, implementation and evaluation. They also learn how to design advertisements that please clients and reach the target audience.

Communication: This major prepares students for the broad communication field and includes studies in the role of media, media production, public relations, and the place and impact of design in communication.

Media Studies: In this major students have the opportunity to gain knowledge about current media theories and learn to write for print, broadcast and digital media. They learn about globalisation, media ownership, policy and regulation, and advances in digital technologies and social media such as blogs and YouTube. Students also have the opportunity to gain hands-on digital and communication experience.

Public Relations: Professionals in public relations (PR) work alongside creative designers of graphics, multimedia, web, products and events. Design is a central theme of this course and students learn about the language of design and how to write effective briefs for design colleagues. This major includes units in marketing, event management and media.

Online

Media Studies: As for Hawthorn campus.
Students who complete this major graduate with a Bachelor of Communication (Media Studies).

Public Relations: As for Hawthorn campus.
Students who complete this major graduate with a Bachelor of Communication (Public Relations).

Career opportunities

Employment may be found in advertising, public relations, journalism, radio, film and television, and communications research.

Professional recognition

The public relations major is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.
Journalism

Bachelor of Arts (Journalism)

Campus: Hawthorn
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English

Middle-band: Satisfactory completion in Australian politics, history (any), literature, media or philosophy is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234011 (CSP), 3400234013 (IFP)

2013 Round 1 Clearly-in ATAR: 64.15

Journalism is undergoing change brought about by new media and the rise of citizen journalism and blogging. This practice-based course combines traditional journalistic skills with online publishing, multimedia production and the skills required for interacting with audiences, social networking and building online communities. It allows students to publish and broadcast their work in online, television, radio and print outlets. The course also provides students with an understanding of the broad social, historical, legal and moral context of journalism.

On completion of this course, students will have developed a portfolio of work to show potential employers. The hands-on skills and theoretical understanding gained will allow students to play an important part in redefining the journalist’s role in the new media age.

Major study areas
This course includes units in:
- audio and video reporting
- digital literacies
- investigative reporting
- media law
- news writing
- politics
- professional ethics
- the history of media innovation
- web publishing.

Students will have the opportunity to study shorthand. Other units give students an understanding of the social and political context in which journalists work.

Career opportunities
Graduates will be equipped for roles in journalism, new media, publishing, media research, writing, communications, television, radio, multimedia content production, news agency work and magazine production.

Diploma of Screen and Media specialising in Broadcast Journalism

Campus: Hawthorn*
Duration: One year full-time
Prerequisites: Satisfactory completion of Victorian Year 12 or equivalent, or mature age. Applicants must attend an information session in late November. Visit www.swinburne.edu.au/exareqs/broadcastjournalism for more information.
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400278294 (FTDP)

In this course students develop an understanding of the relationship between the media and community, and society and industry. They learn practical production and presentation skills in multi-platform journalism, including radio, television, print and online.

Major study areas
- Conducting interviews
- Digital production techniques
- Exploring issues on radio
- Producing and coordinating television programs
- Writing persuasive copy

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.


Career opportunities
Graduates will possess the skills to work as journalists in radio, television or online settings. They will also be able to write for online media and undertake photojournalism assignments in their chosen field.

Media and Communication

Bachelor of Arts (Media and Communication)

Campus: Hawthorn
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English

Middle-band: Satisfactory completion in Australian politics, history (any), literature, LOTE (any) or media is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234071 (CSP), 3400234073 (IFP)

2013 Round 1 Clearly-in ATAR: 60.75

This course offers students a broad and practical approach to media studies, preparing them for work in the media, communications and multimedia industries. Students gain an understanding of the way media is evolving through an examination of issues such as ownership, control of the media and the impact of new media technologies on society. Communication units enable students to develop a variety of professional communication skills preparing them for work in the media, communications and multimedia industries. Swinburne also offers an honours (fourth) year for this degree.

Major study areas
- Cinema studies
- Creative writing
- Journalism
- Media literature
- Media ownership and operation
- New media theory and practice
- Professional communications
- Radio production

Career opportunities
Graduates are equipped with the conceptual and practical skills necessary to actively and creatively contribute to today’s media world. They are in high demand in a variety of media industries. They may also find careers in web authoring, information architecture, electronic publications and news broadcasting, radio production, journalism, public relations, communication research, policy analysis and book publishing.

Other study options
Students can complete a major in media as part of the Bachelor of Arts.

*Students may also be required to attend the Prahran campus.
Media studies

Bachelor of Communication (Media Studies)

Campus: Hawthorn, online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in Australian politics, history (any), literature, LOTE (any) or media is considered
Application: Hawthorn: Direct (all intakes) or VTAC (Semester 1)
Online: Direct
VTAC code: 3400234951 (CSP), 3400234953 (IFP)
2013 Round 1 Clearly-in ATAR: 59.25

In this course students acquire knowledge of current media theories and learn to write for print, broadcast and digital media outlets. Students engage in debate about globalisation, media ownership, policy and regulation, as well as advances in digital technologies and social media such as blogs and YouTube. They also have the opportunity to gain hands-on digital and communication experience through practical project units.

Major study areas
Students undertake a major in media studies and combine it with other studies to add depth to their degree.

Areas of study include:
- Australian media policy
- cinema studies
- digital design
- journalistic writing
- marketing
- media, advertising, sport and society
- professional communication
- social media.

Career opportunities
Graduates may find employment in interactive content creation, journalism, radio, public relations, communication research, advertising, digital media production, web design, video production and architectural visualisation.

Bachelor of Social Science (Media Studies)

Campus: Online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Application: Direct

Through theoretical units based on the social world, cultural diversity and research techniques, students learn how to think critically about media and the role of media in society. They also develop practical skills in writing for media and create their own blogs and opinion pieces. The course allows students to engage with debates around cinema and digital technologies and to explore the changing face of social media and media production.

Major study areas
- Australian media policy
- Cinema studies
- Digital culture
- Indigenous Australian experiences
- Journalistic writing
- Migrant journeys and ethnic identities
- Social research
- Sociology

Career opportunities
Graduates are equipped to work in media research organisations, policy analysis and development, social research, community development, administration and human services management, planning, welfare, human resources, media relations, public relations, communications research or marketing.

Professional writing and editing

Bachelor of Arts (Professional Writing and Editing) new

Campus: Hawthorn
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in Australian politics, history (any), literature, media or philosophy is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400235651 (CSP)
2013 Round 1 Clearly-in ATAR: 59.25

This practical, cross-disciplinary course is designed to provide students with skills in writing and editing in the professional sphere. Students develop practical skills required to meet industry standards and become well equipped to work as a professional writer and/or editor.

With a focus on designing and developing text, students gain an understanding of industry laws and regulations, as well as writing and editing skills for novels, non-fiction, creative fiction, scripts, screen-writing, advertising and the web.

Major study areas
- Australian writing and cultural change
- Digital literacies
- Editing for publication
- Novel writing
- Reading, writing and criticism
- Texts and contexts of media, literature and film
- Writing short non-fiction

Career opportunities
Graduates will be prepared for roles in advertising agencies, government, business and community groups. They may enjoy careers as writers, editors, and media and communication professionals. Graduates may also find roles in book and magazine publishing, print and broadcast journalism, copywriting, web development, public relations, scriptwriting or administration.
Professional writing and editing (continued)

- Diploma of Professional Writing and Editing
- Certificate IV in Professional Writing and Editing

**Certificate IV in Professional Writing and Editing**

**Campus:** Hawthorn  
**Duration:** Certificate – One year full-time  
**Prerequisites:** Diploma – Satisfactory completion of Victorian Year 12 or equivalent, plus relevant competencies from the Certificate IV in Professional Writing and Editing, or equivalent industry experience  
**Application:** Direct (all intakes) or VTAC (March start)  
**VTAC code:** 3400278034 (FTDP)

These courses provide students with skills in writing and editing for employment or for further study. Students develop awareness of industry standards and demands, and gain knowledge of the markets available to professional writers and editors. Units cover industry laws and regulations, designing and developing text documents, and developing writing and editing skills for novels, short stories, popular fiction and children’s books.

**Major study areas**

- Corporate writing  
- Editing  
- Fiction writing  
- Journalism  
- Non-fiction writing  
- Scriptwriting  
- Writing for public relations and digital media

**Pathways**

Successful completion of this course may allow students to progress to another qualification with advanced standing.


**Career opportunities**

Technical and professional writers work in an endless number of fields, including high-technology industries, business, government, and research and non-profit organisations. Careers available to graduates include multimedia communication, technical, medical and scientific writing, marketing, and journalism.

**Public relations**

Also see Business and Management: Bachelor of Business (Public Relations) and Diploma of Business (Public Relations).

- **Bachelor of Communication (Public Relations)**

**Campus:** Hawthorn, online  
**Duration:** Three years full-time or equivalent part-time  
**VCE Prerequisites:** Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English  
**Middle-band:** Satisfactory completion in Australian politics, history or literature is considered  
**Application:** Hawthorn: Direct (all intakes) or VTAC (Semester 1)  
**Online:** Direct  
**VTAC code:** 3400235341 (CSP), 3400235343 (IFP)

2013 Round 1 Clearly-in ATAR: 59.90

Public relations (PR) professionals frequently work alongside designers of graphics, multimedia, websites, products and events. In recognition of these relationships, design forms the central theme of this course. Students learn the language of design to help them write effective briefs for design colleagues. Students produce portfolios that can serve as academic and professional achievements for employment purposes.

**Major study areas**

Students undertake a major in public relations and combine it with other studies to add depth to their degree.

**Areas of study include:**

- Campaign planning  
- Design fundamentals  
- Event management  
- Global public relations  
- Issues, crisis and risk communication  
- Marketing  
- Professional communication  
- Public relations writing.

**Career opportunities**

This course can lead to roles in event management, public relations, community relations, promotions, investor relations, advertising, government relations, marketing, product publicity, issue management, crisis and risk communication, and media relations.

**Professional recognition**

The public relations major is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.

- **Bachelor of Social Science (Public Relations)**

**Campus:** Online  
**Duration:** Three years full-time or equivalent part-time  
**VCE Prerequisites:** Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English  
**Application:** Direct

In this course students learn how to research audiences, develop suitable messages, implement communication programs and evaluate their success. Students gain a solid foundation in areas such as culture and diversity, society and organisations, and social research. They also learn how public relations (PR) can make a positive contribution to society, through an advocacy role, by helping to ensure diverse views in the marketplace of ideas. The public relations major provides a solid foundation in both the theory and practice of PR.

**Major study areas**

- Event management  
- Global public relations  
- Issues, crisis and risk communication  
- Marketing  
- Professional communication  
- Public relations writing  
- Social research  
- Statistics

**Career opportunities**

Graduates can expect to build on and maintain positive relationships with the public by taking on roles as a community development officer, public policy adviser, public policy manager, university administrator, multimedia publisher, ethicist, industrial relations officer, human resource manager, speech writer or event manager.

**Professional recognition**

The public relations major is fully accredited by the Public Relations Institute of Australia (PRIA) and graduates are eligible to apply for membership.
Psychology

■ Bachelor of Arts (Psychology)
■ Bachelor of Social Science (Psychology)

Campus: Hawthorn, online
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in health and human development, legal studies, mathematics (any), physical education, psychology or science (any) is considered; a study score of 35 in English (EAL) is considered; a study score of 30 in any other English is considered
Application: Hawthorn: Direct (all intakes) or VTAC (Semester 1)
Online: Direct (all intakes) or VTAC (Semester 1)
VTAC code: Hawthorn: Arts: 3400234441 (CSP), 3400234443 (IFP)
Hawthorn, Social Science: 3400234341 (CSP), 3400234343 (IFP)
2013 Round 1 Clearly-in ATAR: 68.85

Studying psychology provides students with the knowledge and skills to understand and explain human behaviour and relationships. Students complete a variety of research projects and develop skills in project management, research design and report writing.

Students may graduate with either a Bachelor of Arts or Bachelor of Social Science, depending on their career aspirations. Students enrolled online graduate with a Bachelor of Social Science.

Major study areas
- Abnormal psychology
- Cognitive psychology
- Developmental psychology
- Psychological assessment
- Psychology of personality
- Research methods
- Social psychology
- Statistics

Career opportunities
Employment may be found in areas such as community and mental health, human resource management, policy development, research, welfare, journalism, marketing and advertising.

This course provides the first step to becoming a professional psychologist. Graduates may apply to undertake a fourth year in psychology with further study in specialist areas of professional psychology such as clinical, counselling, health, organisational and sports psychology.

Professional recognition
The three-year undergraduate major in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology.

Psychology and forensic science

■ Bachelor of Arts (Psychology and Forensic Science)
■ Bachelor of Social Science (Psychology and Forensic Science)

Campus: Hawthorn
Duration: Three years full-time or equivalent part-time
VCE Prerequisites: Units 3 and 4 – a study score of at least 30 in English (EAL) or at least 25 in any other English
Middle-band: Satisfactory completion in health and human development, legal studies, mathematics (any), physical education, psychology or science (any) is considered; a study score of 35 in English (EAL) is considered; a study score of 30 in any other English is considered
Application: Direct (all intakes) or VTAC (Semester 1)
VTAC code: 3400234451 (CSP), 3400234453 (IFP)
2013 Round 1 Clearly-in ATAR: 68.85

Studying psychology provides students with the knowledge and skills to understand and explain human behaviour and relationships. This degree provides specialised study in psychology in a scientific context. Students complete a variety of research projects and develop skills in project management, research design and report writing.

Major study areas
- Abnormal psychology
- Biochemistry
- Biology
- Chemistry
- Cognitive and developmental psychology
- Personality and social psychology
- Physiology
- Psychological assessment
- Research methods and statistics

Career opportunities
Psychology graduates are in high demand in a range of human services positions, including roles in community and mental health, human resource management, policy development, research, welfare, journalism, marketing and advertising.

This course provides the first step to becoming a professional psychologist. Graduates may apply to undertake a fourth year in psychology with further study in specialist areas of professional psychology such as clinical, counselling, health, organisational and sports psychology.

Professional recognition
The three-year undergraduate major in psychology is accredited by the Australian Psychology Accreditation Council (APAC). Swinburne also offers an APAC-accredited honours (fourth) year in psychology.
Science

Biomedical
See Engineering: Bachelor of Engineering (Biomedical) (Honours).

Bridging science

Certificate IV in Science

Campus: Hawthorn, Wantirna
Duration: One year full-time or equivalent part-time
Prerequisites: Basic literacy and numeracy skills
Application: Direct (all intakes) or VTAC (March start)
VTAC code: Hawthorn: 3400277024 (FTDP)
Wantirna: 3401077024 (FTDP)

In this course students will gain skills in the areas of mathematics, science, computing and communication. These skills help students to undertake further study, fulfill career aspirations or improve employment opportunities.

Major study areas
- Building researching skills
- Introductory use of computers
- Investigating science-based learning resources
- Mathematics and its applications
- Physics, biology, chemistry, genetics

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
Graduates may have improved access to roles in fields such as applied science, aviation, information technology, engineering, nursing, paramedical, radiography/radiology and alternative medicine. Graduates may also be well prepared for further study in higher education or related VET programs.

Health science
See Health Sciences and Community Care: Bachelor of Health Science.

Laboratory technology

Diploma of Laboratory Technology

Campus: Hawthorn
Duration: Two years full-time or equivalent part-time
Prerequisites: Satisfactory completion of Year 12 or mature age with at least basic capability in literacy and numeracy
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400277134 (FTDP)

This course provides scientific and technical education with a strong emphasis on the development of a range of practical skills for the biosciences workplace. Graduates will be competent in meeting the technological and administrative demands of laboratory work.

Specialist streams in biotechnology and in forensic and pathology testing are also available.

Major study areas
Areas of study include:
- Data analysis
- Laboratory information management systems
- Maintaining safe working conditions
- Quality assurance and continuous improvement
- Specialised testing methodologies: tissue culture, molecular biological techniques, microbiology, chromatography, spectrophotometry

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
Employment may be found as a laboratory technician, technical officer or similar support staff to scientists in laboratory-related workplaces in manufacturing, research, education and testing.

Diploma of Laboratory Technology specialising in Biotechnology

Campus: Hawthorn
Duration: Two years full-time or equivalent part-time
Prerequisites: Satisfactory completion of Year 12 or equivalent, or mature age with at least basic capability in literacy and numeracy
Application: Direct (all intakes) or VTAC (March start)
VTAC code: 3400277484 (FTDP)

This course provides scientific education with a strong emphasis on the development of sound practical skills for the biotechnology sector.
Graduates will be competent in meeting the technological and administrative demands of biosciences laboratory support work in applied research and/or process or product development.

Major study areas
- Data analysis
- Laboratory information management systems
- Maintaining safe working conditions
- Quality assurance and continuous improvement
- Specialised testing methodologies: tissue culture, molecular biological techniques, microbiology, chromatography, spectrophotometry

Pathways
Successful completion of this course may allow students to progress to another qualification with advanced standing.

Career opportunities
Employment may be found as a laboratory technician, technical officer or similar support staff to scientists in laboratory-related workplaces in manufacturing, research, education and testing.
Scholarships

Visit www.swinburne.edu.au/scholarships for a list of all scholarships available.

Dean’s Scholarships

- Arts and Social Sciences
  
  **Campus:** Hawthorn
  
  See relevant course entries for specific duration and prerequisite information.
  
  **Application:** Direct or VTAC (Semester 1 only)
  
  **VTAC code:** 3400234891 (CSP)
  
  **Minimum ATAR:** 95.00
  
  In this program, students may select a single bachelor degree in the arts and social sciences areas. Recipients receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

- Business
  
  **Campus:** Hawthorn
  
  See relevant course entries for specific duration and prerequisite information.
  
  **Application:** Direct or VTAC (Semester 1 only)
  
  **VTAC code:** 3400234781 (CSP)
  
  **Minimum ATAR:** 90.00
  
  In this program, students may select a single bachelor degree in the business or commerce area. Recipients receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

Dean’s Engineering Scholars Program

See relevant course entries for specific duration and prerequisite information.

**Application:** Direct or VTAC (Semester 1 only)

**VTAC code:** 3400210031 (CSP)

**Minimum ATAR:** 85.00

In this program, students may choose to enrol in any engineering bachelor degree at Swinburne and receive up to $2000 annually (subject to academic performance and other scholarship conditions). Recipients may also benefit from mentoring and leadership development through the Dean’s Scholars network, participation in a one-year industry placement to the value of approximately $30,000 and entry into a related master program.

- Design
  
  **Campus:** Hawthorn
  
  **VCE Prerequisite:** Units 3 and 4 – a study score of at least 45 in Product Design and Technology or Visual Communication Design; see relevant course entries for specific duration and prerequisite information
  
  **Application:** Direct or VTAC (Semester 1 only); students must also submit a supplementary application form
  
  **VTAC code:** 3400210141 (CSP)
  
  In this program, students may select a single three-year bachelor degree in communication design or digital media design, or a single four-year bachelor degree in industrial design or interior architecture. Recipients receive a partial waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

- Health Sciences
  
  **Campus:** Hawthorn
  
  See relevant course entries for specific duration and prerequisite information.
  
  **Application:** Direct or VTAC (Semester 1 only)
  
  **VTAC code:** 3400210071 (CSP)
  
  **Minimum ATAR:** 95.00
  
  In this program, students may select a single bachelor degree in the health sciences area. Recipients receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

- Science
  
  **Campus:** Hawthorn
  
  See relevant course entries for specific duration and prerequisite information.
  
  **Application:** Direct or VTAC (Semester 1 only)
  
  **VTAC code:** 3400210091 (CSP)
  
  **Minimum ATAR:** 95.00
  
  In this program, students may select a single bachelor degree in science or health science. Recipients receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

Vice-Chancellor’s Scholarships

- Arts and Social Sciences
  
  **Campus:** Hawthorn
  
  See relevant course entries for specific duration and prerequisite information.
  
  **Application:** Direct or VTAC (Semester 1 only); students must also submit a supplementary application form
  
  **VTAC code:** 34002343101 (CSP)
  
  **Minimum ATAR:** 95.00
  
  In this program, students may select a single or double degree in the arts and social sciences area. Recipients receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

- Business
  
  **Campus:** Hawthorn
  
  See relevant course entries for specific duration and prerequisite information.
  
  **Application:** Direct or VTAC (Semester 1 only)
  
  **VTAC code:** 3400234031 (CSP)
  
  **Minimum ATAR:** 95.00
  
  In this program, students may select a single or double degree in the business and commerce area. Recipients receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

- Communications
  
  **Campus:** Hawthorn
  
  See relevant course entries for specific duration and prerequisite information.
  
  **Application:** Direct or VTAC (Semester 1 only)
  
  **VTAC code:** 3400210041 (CSP)
  
  **Minimum ATAR:** 95.00
  
  In this program, students may select a single or double degree in communication. Recipients receive a waiver from student contribution amount payments for the duration of their course (subject to academic performance and other scholarship conditions).

*Students may also be required to attend the Prahran campus.*