

Swinburne University of Technology

BB-MCMNBUS

Bachelor of Media and Communication / Bachelor of Business

Admission criteria

Information about Swinburne's general admission criteria can be found at [Admissions at Swinburne](#) – Higher Education webpage.

A. Applicants with recent secondary education (within past two years)

ATAR

This course uses the ATAR as part of its selection considerations.

Guaranteed ATAR: If you receive an ATAR of 60 or higher and meet all the essential requirements for this course, you will be guaranteed an offer.

Educational history

An applicant's entire academic history, including ATAR results, will be considered for entry into this course.

Selection rank adjustments

Selection ranks for this course will be calculated based on your ATAR with adjustments to overall study scores based on subjects studied, location of your home address, SEAS application, and participation in Swinburne's Early Leaders program. For further details about selection rank adjustments, see [Admissions at Swinburne](#).

Subject Adjustments

A study score of 25 in any Business, any Humanities, any Information Technology, Literature, Interactive Digital Media C, Creative and Digital Media (VCE VET) I, any Mathematics, Psychology or Theatre Studies equals 2 aggregate points per study. Overall maximum of 10 points.

Meeting course prerequisites

VCE Units 3 and 4: a minimum study score of 25 in any English (except EAL) or 30 in English as Alternate Language (EAL) or equivalent.

ATAR profile for those offered places wholly or partly on the basis of ATAR in Semester 1 2020

ATAR-Based offers only, across all offer rounds	ATAR (Excluding adjustment factors)	Selection Rank (ATAR plus any adjustment factors)
Highest rank to receive an offer	83.85	88.40
Median rank to receive an offer	67.10	75.73
Lowest rank to receive an offer	56.1	61.25

B. Applicants with higher education study

Educational history

An applicant's entire academic history, including results from previous higher education study will be considered for entry into this course. If previous higher education qualifications are incomplete, results

must have been obtained in the last seven years.

[Meeting course prerequisites](#)

As for Year 12 or equivalent.

[STAT/Bridging courses](#)

Results from the [STAT Multiple Choice](#) will be considered for applicants without an ATAR and whose post-secondary studies do not meet the minimum requirements. Applicants who do not meet the English prerequisites can sit STAT Written English. STAT results are valid for two years.

C. Applicants with vocational education and training

[Educational history](#)

An applicant's entire academic history from the past seven years, including complete and/or incomplete post-secondary VET studies, will be considered for entry into this course. Only graded results will be considered.

[Meeting course prerequisites](#)

As for Year 12 or equivalent.

[STAT/Bridging courses](#)

Results from the [STAT Multiple Choice](#) will be considered for applicants without an ATAR and whose post-secondary studies do not meet the minimum requirements. Applicants who do not meet the English prerequisites can sit STAT Written English. STAT results are valid for two years.

D. Applicants with work and life experience

[Entire academic record](#)

This course uses an applicant's entire academic record as part of its selection considerations, including an applicant's ATAR results from the last seven years can be considered for entry into this course.

[Meeting course prerequisites](#)

As for Year 12 or equivalent.

[STAT/Bridging courses](#)

Results from the [STAT Multiple Choice](#) will be considered for applicants without an ATAR and whose post-secondary studies do not meet the minimum requirements. Applicants who do not meet the English prerequisites can sit STAT Written English. STAT results are valid for two years.

[Student profile](#)

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Semester 1 2020	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	16	41%
(B) Vocational education and training (VET) study	<5	<5
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	<5
(D) Recent secondary education:		
Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points)	19	49%
Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR)	0	0%
Admitted on the basis of other criteria only and ATAR was not a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement)	0	0%
International students	<5	<5
All students	39	100%

Notes: "<5" – the number of students is less than 5.

Where to get further information

Further information about different application pathways to Swinburne is available through the Swinburne website:

- [Planning your Future](#)

Further information for students is available through the following resources:

- [Tertiary Education Quality Standards Australia](#) (TEQSA) national register
- [Quality Indicators for Learning and Teaching](#) (QILT)
- [Victorian Tertiary Admissions Centre](#) (VTAC)