BUSINESS
STUDY GUIDE

Course options and career opportunities

swinburne.edu.au/business
Make it your business to change the world

Are you a natural born problem-solver? Love the fast-moving business, financial and management fields? Always pondering how things could be done better?

Then business at Swinburne will make sense (and dollars!) for you. From accounting and finance to logistics and marketing, learn how to provide innovative business solutions and drive sustainable growth.

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**WITH A DEGREE**
Bachelor of Accounting and Business Information Technology (Professional)
Bachelor of Business (Professional)
- with a major in Accounting
- with a major in Business Administration
- with a major in Data Management
- with a major in Information Systems
- with a major in Business Information Technology
- with a major in Information Technology

TO BECOME
- Accountant
- Professional accountant
- Business development manager

**WITH A DEGREE**
Bachelor of Business Information Technology (Professional)
Bachelor of Business Information Systems
- with a major in Business Administration
- with a major in Data Management
- with a major in Information Systems
- with a major in Business Information Technology
- with a major in Information Technology

TO BECOME
- Systems analyst
- Systems architect
- Business analyst
- Internal auditor
- Enterprise systems consultant

**WITH A DEGREE**
Bachelor of Business Information Technology (Professional)
Bachelor of Business Information Systems
- with a major in Business Administration
- with a major in Data Management
- with a major in Information Systems
- with a major in Business Information Technology
- with a major in Information Technology

TO BECOME
- Business analyst
- Data analyst
- Business intelligence analyst
- Information management specialist
- Business solutions consultant

**OR A DIPLOMA OR CERTIFICATE**
Diploma of Business
Diploma of Business Administration (Online)
Diploma of Business Information Technology (Online)
Diploma of Business Information Systems
Diploma of Business Information Technology

TO BECOME
- Payroll officer
- Bookkeeper
- Accounts officer
- Administration officer

**OR A DIPLOMA OR CERTIFICATE**
Certificate IV in Business - Enterprise
Certificate IV in Legal Services
Diploma of Business Administration (Online)
Diploma of Legal Services

TO BECOME
- Accounts supervisor
- Executive assistant
- Database administrator
- Project officer
- Software developer

**OR A DIPLOMA OR CERTIFICATE**
Diploma of Business

TO BECOME
- Project officer
- Database administrator

**OR A DIPLOMA OR CERTIFICATE**
Diploma of Business

TO BECOME
- Data administrator
- Project officer
- Administration officer

**OR A DIPLOMA OR CERTIFICATE**
Diploma of Business

TO BECOME
- Database administrator
- Project officer
- Database service assistant
I want to understand how society makes and uses goods and services.

I want to learn how to take ideas from seed to success.

I want to learn how to bring events to life.

I want to learn how to help businesses make financial decisions.

I want to learn how to help businesses and individuals grow their money.

I want to learn how to manage people within a business.

STUDY ECONOMICS

TO LEARN ABOUT

STUDY ENTREPRENEURSHIP AND INNOVATION

TO LEARN ABOUT

STUDY EVENT MANAGEMENT

TO LEARN ABOUT

STUDY FINANCE

TO LEARN ABOUT

STUDY FINANCIAL PLANNING

TO LEARN ABOUT

STUDY HUMAN RESOURCE MANAGEMENT

TO LEARN ABOUT

WITH A DEGREE

Bachelor of Business (Professional)
- with a major in Economics
Bachelor of Business
- with a major in Economics
Pathway to a degree: Diploma of Business (UniLink)

TO BECOME
- Business manager
- Marketing researcher
- Economist
- Sustainability officer
- Business analyst

OR A DIPLOMA OR CERTIFICATE

Diploma of Business*

TO BECOME
- Market research assistant
- Project officer
- Economist assistant

WITH A DEGREE

Bachelor of Business (Professional)
- with a major in Entrepreneurship and Innovation
Bachelor of Business
- with a major in Entrepreneurship and Innovation
Bachelor of Innovation and Design
Pathway to a degree: Diploma of Business (UniLink)

TO BECOME
- Business owner
- Change manager
- Product developer
- Entrepreneur
- Design manager

OR A DIPLOMA OR CERTIFICATE

Certificate IV in Business - Enterprise
Diploma of Business*
Diploma of Marketing and Communication*

TO BECOME
- Event planner
- Exhibitions coordinator
- Venue coordinator
- Event sales coordinator
- Conference coordinator

WITH A DEGREE

Bachelor of Business (Professional)
- With a major in Finance
- With a major in Accounting and Finance
Bachelor of Business
- With a major in Finance
- With a major in Accounting and Finance

TO BECOME
- Investment manager
- Financial forecaster
- Business manager
- Risk analyst
- Financial adviser

OR A DIPLOMA OR CERTIFICATE

Diploma of Financial Services*

TO BECOME
- Client financial adviser
- Risk management coordinator
- Financial services officer

WITH A DEGREE

Bachelor of Business (Professional)
- With a major in Finance
- With a major in Accounting and Finance
Bachelor of Business
- With a major in Finance
- With a major in Accounting and Finance
Pathway to a degree: Diploma of Business (UniLink)

TO BECOME
- Financial planner
- Business analyst
- Investment banker
- Risk analyst

OR A DIPLOMA OR CERTIFICATE

Diploma of Business*

TO BECOME
- Payroll officer
- Human resources assistant
- Human resources officer

WITH A DEGREE

Bachelor of Business (Professional)
- with a major in Human Resource Management
Bachelor of Business
- with a major in Human Resource Management
Pathway to a degree: Diploma of Business (UniLink)

TO BECOME
- HR manager
- Recruiter
- Staff trainer
- Employee engagement officer
- Office supervisor

OR A DIPLOMA OR CERTIFICATE

Diploma of Human Resources Management*
Diploma of Human Resources Management (Fast-track mode)

TO BECOME
- Payroll officer
- Human resources assistant
- Human resources officer

*pathway into higher education

Data
Management
Strategy
Consulting
Analysis
Design
Consulting
Analysis
Strategy
Risk
Analysis
Risk
Analysis
Strategy
Consulting
Analysis
Strategy
Risk
Analysis
Risk
Analysis
Strategy
Consulting
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Consulting
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Analysis
Strategy
I want to learn about global business opportunities
I want to learn how to handle large volumes of culturally significant information
I want to learn how to get products from suppliers to customers
I want to learn how to manage an organisation and its people
I want to learn how to promote and sell products and services
I want to learn how to have a positive influence in a sporting club, organisation or brand

STUDY INTERNATIONAL BUSINESS
STUDY LIBRARY SERVICES AND INFORMATION
STUDY LOGISTICS AND SUPPLY CHAIN MANAGEMENT
STUDY MANAGEMENT
STUDY MARKETING
STUDY SPORT MANAGEMENT

WITH A DEGREE
Bachelor of Business (Professional)
• with a major in International Business
Bachelor of Business
• with a major in International Business
Pathway to a degree: Diploma of Business (UniLink)
TO BECOME
• International business owner
• Import/export coordinator
• Trade specialist

WITH A DEGREE
Bachelor of Business (Professional)
• with a major in Logistics and Supply Chain Management
Bachelor of Business
• with a major in Logistics and Supply Chain Management
Pathway to a degree: Diploma of Business (UniLink)
TO BECOME
• Supply chain coordinator
• Operations manager
• Strategic business analyst
• Procurement officer

WITH A DEGREE
Bachelor of Business (Professional)
• with a major in Management
Bachelor of Business
• with a major in Management
Pathway to a degree: Diploma of Business (UniLink)
TO BECOME
• Project manager
• Event coordinator
• Change specialist
• Planning manager
• Customer service manager

WITH A DEGREE
Bachelor of Business (Professional)
• with a major in Marketing
Bachelor of Business
• with a major in Marketing
Pathway to a degree: Diploma of Business (UniLink)
TO BECOME
• Marketing specialist
• Brand manager
• Advertising consultant
• Research officer
• Communications manager

OR A DIPLOMA OR CERTIFICATE
Diploma of Business
TO BECOME
• Trade coordinator
• Project officer
• Import/Export assistant

OR A DIPLOMA OR CERTIFICATE
Diploma of Library and Information Services
TO BECOME
• Library technician
• Access services officer
• Information officer

OR A DIPLOMA OR CERTIFICATE
Diploma of Business
TO BECOME
• Operations assistant
• Administrator
• Procurement assistant

OR A DIPLOMA OR CERTIFICATE
Diploma of Leadership and Management
Diploma of Sports Development/Diploma of Leadership and Management
TO BECOME
• Sport and recreation coordinator
• Business supervisor
• Program developer
• Administration officer

OR A DIPLOMA OR CERTIFICATE
Diploma of Marketing and Communications
TO BECOME
• Marketing officer
• Communications assistant
• Project assistant
• Business executive

OR A DIPLOMA OR CERTIFICATE
Diploma of Sports Development/Diploma of Leadership and Management
TO BECOME
• Program developer
• Sport development assistant
• Leisure and recreational facility coordinator

*pathway into higher education
THE SWINBURNE ADVANTAGE

Can university be the place that makes you a resilient, adaptable, driven (insert any adjective to describe your amazing self here) genius? We think so. That’s why, when you join Swinburne, we’ll arm you with this unmatched range of tools and experiences. From our Professional Purpose program, to work placements and global work and study options, to preparing you to own the future when you join the first university in Australia to become an Adobe Creative Campus. We’ll equip you with the know-how, digital prowess and real-world skills to find career nirvana (aka never ‘working’ a day in your life).

swinburne.edu.au/workintegratedlearning

I have found my degree in accounting and marketing to be an asset in running my business, Curtis Collection by Victoria. Marketing gives me a creative discipline and Accounting allows me to take the emotion out of decisions based on the business’s financials. Swinburne prepared me in the best possible way, for running my own business.

VICTORIA
Bachelor of Business, Marketing and Accounting

#1
AUS
for educational experience

#1
VIC
for UG teaching quality and graduate salary

81.5%
of graduates in full time employment 4 months after completion

Only 5% of the world’s business schools share this honour (Association to Advance Collegiate Schools of Business)

"GUG 2020: QILT Student Experience Survey 2017 and 2018
"GUG 2020: QILT Student Experience Survey 2017 and 2018, QILT: Graduate Outcomes Survey 2016-2018
"QILT: Graduate Outcomes Survey 2016-2018
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