

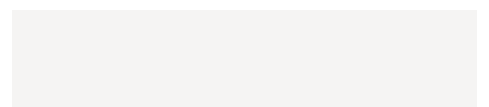
AUSTRALIA

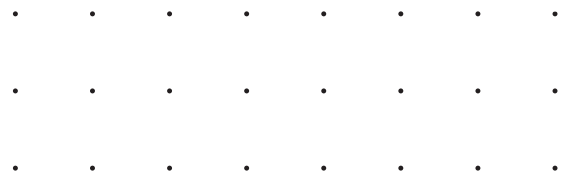


Business study guide

Course options and career opportunities

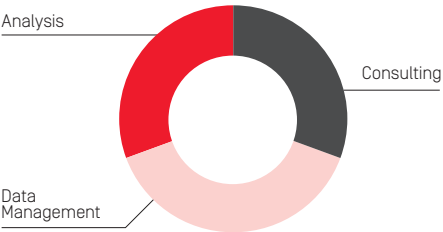
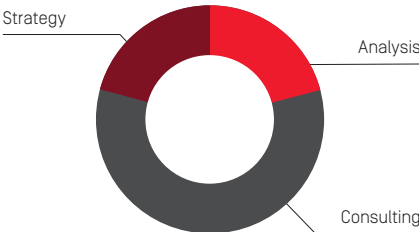
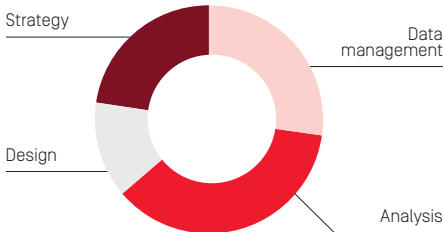
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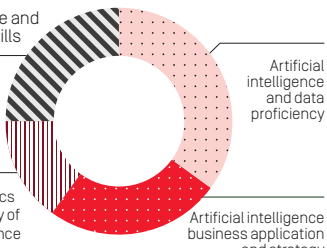
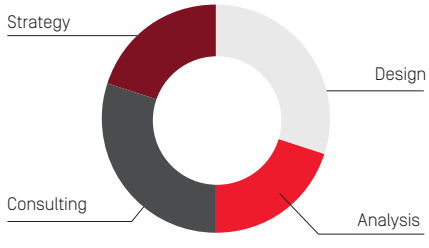
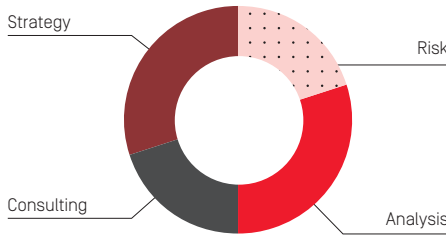
Shape the future of business

Business drives progress and innovation across every industry. Gain the skills to lead, analyse, and adapt in a global marketplace. Learn from industry-connected academics, tackle real-world projects, and graduate ready to excel in any enterprise, anywhere in the world.

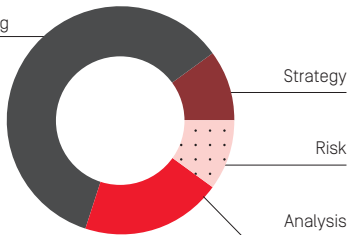
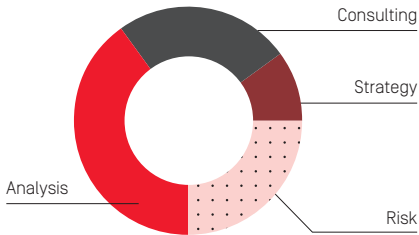
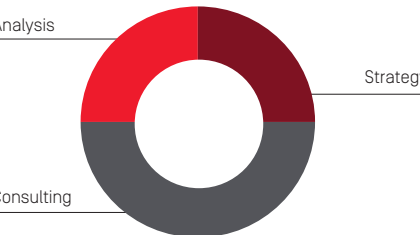
<p>I want to learn</p> <p>How to keep businesses financially healthy</p>	<p>I want to learn</p> <p>How to manage people, projects, and processes</p>	<p>I want to learn</p> <p>How to drive growth through data and technology</p>
<p>Study</p> <p>Accounting</p> <p>With a degree</p> <p>Bachelor of Accounting with a major in accounting</p> <p>Bachelor of Business with a major in accounting</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>	<p>Study</p> <p>Business administration</p> <p>With a degree</p> <p>Bachelor of Business with a major in business administration</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>	<p>Study</p> <p>Business analysis</p> <p>With a degree</p> <p>Bachelor of Business with a major in business analytics and analysis</p> <p>Bachelor of Business Analytics with a major in business analysis</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>
<p>To learn about</p> 	<p>To learn about</p> 	<p>To learn about</p> 
<p>To become</p> <ul style="list-style-type: none">• Accounts manager• Administrator• Analyst• Corporate accountant• Public accountant	<p>To become</p> <ul style="list-style-type: none">• Business administrator• Business manager• Human resource officer• Marketing coordinator• Project officer	<p>To become</p> <ul style="list-style-type: none">• Business analyst• Business IT manager• Information architect• IT consultant• Systems analyst and tester
<p>Postgraduate studies</p> <ul style="list-style-type: none">• Master of Business Administration• Master of Business Information Systems• Master of Finance• Master of Human Resource Management• Master of Marketing• Master of Supply Chain Innovation	<p>Postgraduate studies</p> <ul style="list-style-type: none">• Master of Business Administration• Master of Business Information Systems• Master of Finance• Master of Human Resource Management• Master of Marketing• Master of Supply Chain Innovation	<p>Postgraduate studies</p> <ul style="list-style-type: none">• Master of Business Administration• Master of Business Information Systems• Master of Finance• Master of Human Resource Management• Master of Marketing• Master of Supply Chain Innovation

Please note, more pathway options may be available than those outlined in this guide. Please speak to your Swinburne representative for details.



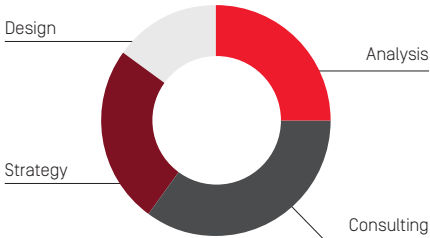
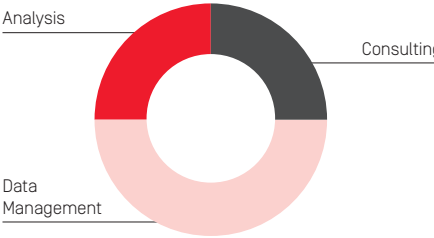
<p>I want to learn</p> <p>How to harness the power of AI in business</p>	<p>I want to learn</p> <p>How to take ideas from seed to success</p>	<p>I want to learn</p> <p>How to help organisations grow wealth</p>
<p>Study</p> <p>Business Artificial Intelligence</p> <p>With a degree</p> <p>Bachelor of Artificial Intelligence in Business with a major in Business Artificial Intelligence</p> <p><i>Pathway to a degree:</i> Diploma of IT (UniLink)</p>	<p>Study</p> <p>Entrepreneurship</p> <p>With a degree</p> <p>Bachelor of Business with a major in entrepreneurship</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>	<p>Study</p> <p>Finance</p> <p>With a degree</p> <p>Bachelor of Business with a major in finance</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>
<p>To learn about</p> 	<p>To learn about</p> 	<p>To learn about</p> 
<p>To become</p> <ul style="list-style-type: none"> • AI business analyst • AI project manager • AI and data strategy consultant • AI governance and ethics consultant • AI transformation architect 	<p>To become</p> <ul style="list-style-type: none"> • Business owner • Change manager • Entrepreneur • Product developer • Venture capital analyst 	<p>To become</p> <ul style="list-style-type: none"> • Equity research analyst • Financial analyst • Investment analyst • Risk analyst • Trading specialist
<p>Postgraduate studies</p> <p>This degree does not currently have official postgraduate pathways. Please explore Swinburne's website for a range of postgraduate course options or speak to your Swinburne representative.</p>	<p>Postgraduate studies</p> <ul style="list-style-type: none"> • Master of Business Administration • Master of Business Information Systems • Master of Finance • Master of Human Resource Management • Master of Marketing • Master of Supply Chain Innovation 	<p>Postgraduate studies</p> <ul style="list-style-type: none"> • Master of Business Administration • Master of Business Information Systems • Master of Finance • Master of Human Resource Management • Master of Marketing • Master of Supply Chain Innovation



<p>I want to learn</p> <p>How to recruit, develop, and support teams</p>	<p>I want to learn</p> <p>How to get products from suppliers to customers</p>	<p>I want to learn</p> <p>How to lead a business towards its goals</p>
<p>Study</p> <p>Human resource management</p> <p>With a degree</p> <p>Bachelor of Business with a major in human resource management</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>	<p>Study</p> <p>Logistics and supply chain management</p> <p>With a degree</p> <p>Bachelor of Business with a major in logistics and supply chain management</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>	<p>Study</p> <p>Management</p> <p>With a degree</p> <p>Bachelor of Business with a major in management</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>
<p>To learn about</p> 	<p>To learn about</p> 	<p>To learn about</p> 
<p>To become</p> <ul style="list-style-type: none"> • HR adviser • HR consultant • HR manager • Organisational change coordinator 	<p>To become</p> <ul style="list-style-type: none"> • Export control officer • Imports coordinator • Logistics manager • Supply chain manager • Warehouse operations manager 	<p>To become</p> <ul style="list-style-type: none"> • Administrator • Business manager • Customer service manager • Planning manager • Project manager
<p>Postgraduate studies</p> <ul style="list-style-type: none"> • Master of Business Administration • Master of Business Information Systems • Master of Finance • Master of Human Resource Management • Master of Marketing • Master of Supply Chain Innovation 	<p>Postgraduate studies</p> <ul style="list-style-type: none"> • Master of Business Administration • Master of Business Information Systems • Master of Finance • Master of Human Resource Management • Master of Marketing • Master of Supply Chain Innovation 	<p>Postgraduate studies</p> <ul style="list-style-type: none"> • Master of Business Administration • Master of Business Information Systems • Master of Finance • Master of Human Resource Management • Master of Marketing • Master of Supply Chain Innovation

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<p>I want to learn</p> <p>How to connect brands with audiences</p>	<p>I want to learn</p> <p>How to manage the business side of sport</p>
<p>Study</p> <p>Marketing</p> <p>With a degree</p> <p>Bachelor of Business with a major in marketing</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>	<p>Study</p> <p>Sports management</p> <p>With a degree</p> <p>Bachelor of Business with a major in sports management</p> <p><i>Pathway to a degree:</i> Diploma of Business (UniLink)</p>
<p>To learn about</p> 	<p>To learn about</p> 
<p>To become</p> <ul style="list-style-type: none"> • Advertising consultant • Brand manager • Communications manager • Market research manager • Marketing specialist 	<p>To become</p> <ul style="list-style-type: none"> • Brand manager • Corporate sponsorship director • Sports administrator
<p>Postgraduate studies</p> <ul style="list-style-type: none"> • Master of Business Administration • Master of Business Information Systems • Master of Finance • Master of Human Resource Management • Master of Marketing • Master of Supply Chain Innovation 	<p>Postgraduate studies</p> <ul style="list-style-type: none"> • Master of Business Administration • Master of Business Information Systems • Master of Finance • Master of Human Resource Management • Master of Marketing • Master of Supply Chain Innovation





Zenath

Bachelor of Business [Marketing]

“Nothing has been out of reach since I transferred to Swinburne. I have endless opportunities here and it’s all thanks to the support systems available. The class sizes and individual attention you receive makes you feel valued and that your teachers genuinely care about helping you reach your goals. Swinburne is about more than just getting a degree - you’ll learn to create a version of yourself that will stand out from the crowd.”

Your next gen education at Swinburne

Real industry experience, guaranteed

Every Swinburne bachelor degree student is guaranteed a real industry experience before they graduate. That could be an internship, industry-linked project or full-time placement. It's all part of our Work Integrated Learning (WIL) program – designed to give you the skills, confidence and connections to step straight into industry. Visit swinburne.edu.au/workintegratedlearning

Professional degrees

More than a standard bachelor degree, a Professional Degree is a premium university experience that includes a 12-month full-time work placement. Some Professional Degrees are open for direct entry to international students. For others, you will need to enrol in a standard degree then transfer to the Professional Degree later. For more information visit swinburne.edu.au/life-at-swinburne/work-integrated-learning/professional-degrees

Entry requirement

Entry to Swinburne courses mentioned here require successful completion of Australian Year 12 or overseas equivalent. Additional English language and relevant academic requirements also apply. Visit swinburne.edu.au/study/international/apply/entry-requirements/ for details.

Scholarships

At Swinburne, we are committed to supporting talented international students on their educational journey. Our International Scholarship program rewards academic performance and helps reduce financial barriers to quality education, with scholarships offering up to 30% tuition fee reduction. When you apply for a course with us, your eligibility for our international scholarships is automatically assessed alongside your course application—no extra application is needed. Visit swinburne.edu.au/study/international/scholarships

Pathways to a degree

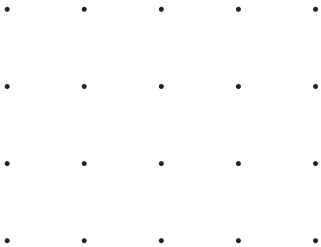
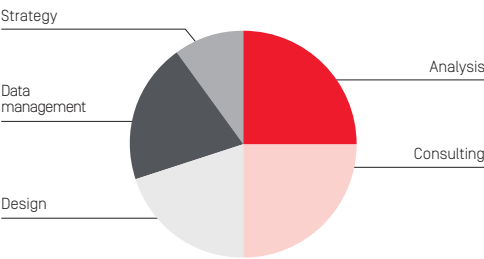
Not sure if jumping straight into a degree is for you? Find a study pathway that suits your circumstances and lifestyle.

UniLink diplomas

UniLink diplomas are equivalent to eight units of study (typically one year of full-time study) and provide an alternative pathway to a wide range of bachelor degrees. They are designed for students who miss direct entry to a degree or who would benefit from a more supportive learning environment, with smaller class sizes and more one-on-one time with teachers. Most UniLink courses can lead to the second year of a related bachelor degree.

Visit swinburne.edu.au/nextstep for details

Diploma of Business (Unilink)



Further information

- 1300 275 794 [within Australia]
- +61 3 9214 8444 [worldwide]
- international@swinburne.edu.au
- swinburne.edu.au/international

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- x.com/swinburne
- [instagram.com/swinburne](https://www.instagram.com/swinburne)
- [youtube.com/swinburne](https://www.youtube.com/swinburne)

The information contained in this study guide was correct at the time of publication, September 2025. The university reserves the right to alter or amend the material contained in this guide. For the most up-to-date course information please visit our website swinburne.edu.au
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#24
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#5
IN AUSTRALIA

for business administration
2024 ARWU Global Ranking of Academic Subjects



#74
IN THE WORLD

for economics and business
US News: Best Global Universities Rankings



TOP 10
IN AUSTRALIA

five-star rating for undergraduate teaching quality and overall student experience in business
Good Universities Guide 2025



Jeesa
Bachelor of Business

“I picked Swinburne mainly due to its real industry experience integrated with the degree. Moreover, Swinburne has a great network of industry connections to help make me career-ready and to get a competitive start in the job market.”