



# Business study guide

Course options and career opportunities

[swinburne.edu.au/business](https://swinburne.edu.au/business)

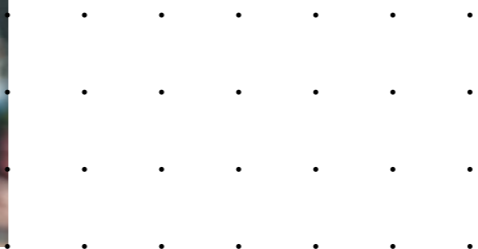
# Make it your business to change the world.

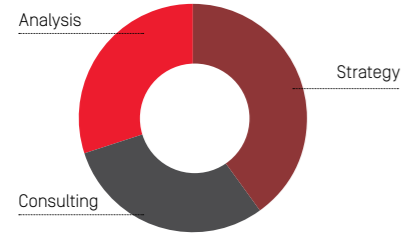
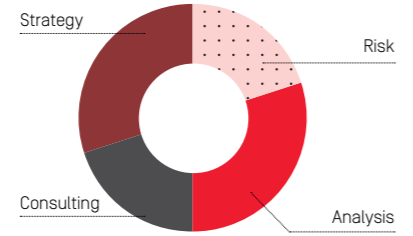
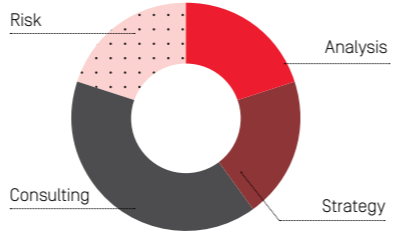
Are you a natural born problem-solver? Love the fast-moving business, financial and management fields? Always pondering how things could be done better? Then business at Swinburne will make sense (and dollars!) for you. From accounting and finance to logistics and marketing, learn how to provide innovative business solutions and drive sustainable growth.

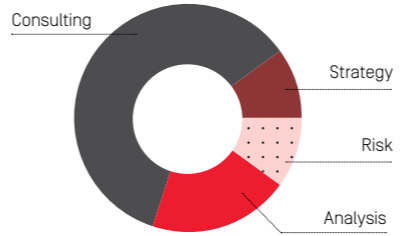
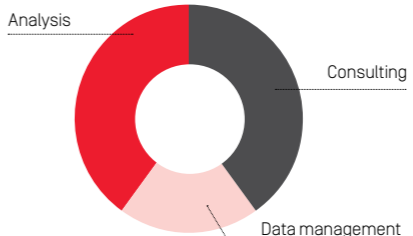
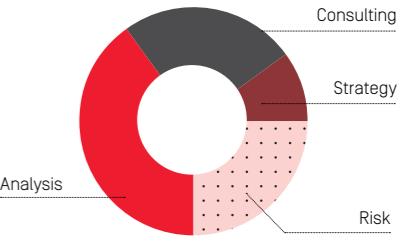


<p><b>I want to learn</b></p> <p>How to record and interpret financial information</p>	<p><b>I want to learn</b></p> <p>How a business operates</p>	<p><b>I want to learn</b></p> <p>How to identify business problems and provide solutions through technology</p>
<p><b>Study</b></p> <p>Accounting</p>	<p><b>Study</b></p> <p>Business administration</p>	<p><b>Study</b></p> <p>Business analysis</p>
<p><b>To learn about</b></p>	<p><b>To learn about</b></p>	<p><b>To learn about</b></p>
<p><b>With a degree</b></p> <p><b>Bachelor of Accounting and Business Information Technology (Professional)</b></p> <p><b>Bachelor of Accounting</b></p> <p><b>Bachelor of Business (Professional)</b></p> <p>With a major in accounting</p> <p>With a major in accounting and financial planning*</p> <p>With a major in accounting and finance</p> <p><b>Bachelor of Business</b></p> <p>With a major in accounting</p> <p>With a major in accounting and financial planning*</p> <p>With a major in accounting and finance</p> <p><i>Pathway to a degree:</i></p> <p><b>Diploma of Business (UniLink)</b></p> <p><b>Diploma of Information Technology (UniLink)</b></p> <p><small>*These majors will be offered subject to reaccreditation.</small></p>	<p><b>With a degree</b></p> <p><b>Bachelor of Business (Professional)</b></p> <p>With a major in business administration</p> <p><b>Bachelor of Business</b></p> <p>With a major in business administration</p> <p><i>Pathway to a degree:</i></p> <p><b>Diploma of Business (UniLink)</b></p>	<p><b>With a degree</b></p> <p><b>Bachelor of Accounting and Business Information Technology (Professional)</b></p> <p><b>Bachelor of Business Information Technology (Professional)</b></p> <p><b>Bachelor of Business (Professional)</b></p> <p>With a major in business analytics and analysis</p> <p><b>Bachelor of Business</b></p> <p>With a major in business analytics and analysis</p> <p><b>Bachelor of Business Analytics and Analysis</b></p> <p>With a major in business analysis</p> <p><b>Bachelor of Information and Communication Technology</b></p> <p>With a major in systems analysis</p> <p><i>Pathway to a degree:</i></p> <p><b>Diploma of Business (UniLink)</b></p> <p><b>Diploma of Information Technology (UniLink)</b></p>
<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Accountant</li> <li>Accounts officer</li> <li>Auditor</li> <li>Business consultant</li> <li>Financial analyst</li> <li>Professional accountant</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Business administrator</li> <li>Business development manager</li> <li>Business manager</li> <li>Marketing coordinator</li> <li>Office supervisor</li> <li>Project officer</li> <li>Retail manager</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Business analyst</li> <li>Enterprise systems consultant</li> <li>Internal auditor</li> <li>Systems analyst</li> <li>Systems architect</li> </ul>
<p><b>With a diploma or certificate</b></p> <p><b>Certificate IV in Accounting and Bookkeeping (FNS40217)</b></p> <p><b>Diploma of Accounting (FNS50217)</b></p>	<p><b>With a diploma</b></p> <p><b>Diploma of Business (BSB50120)</b></p>	<p><b>With a diploma</b></p> <p><b>Diploma of Business (BSB50120)</b></p>
<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Accounts officer</li> <li>Administration officer</li> <li>Bookkeeper</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Administrator</li> <li>Executive assistant</li> <li>Receptionist</li> <li>Retail Manager</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Executive assistant</li> <li>Office manager</li> <li>Project officer</li> <li>Team leader</li> </ul>

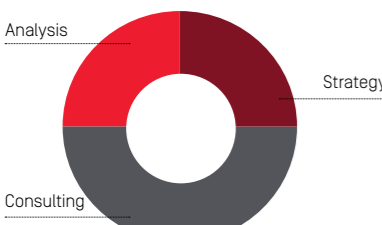
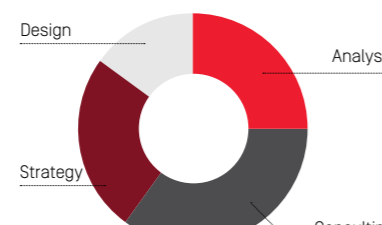
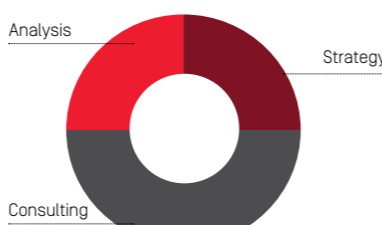
<p><b>I want to learn</b></p> <p>How to use information to drive business change</p>	<p><b>I want to learn</b></p> <p>How to use data to help companies make better business decisions</p>	<p><b>I want to learn</b></p> <p>How to take ideas from seed to success</p>
<p><b>Study</b></p> <p>Business information systems</p>	<p><b>Study</b></p> <p>Data analytics</p>	<p><b>Study</b></p> <p>Entrepreneurship and innovation</p>
<p><b>To learn about</b></p>	<p><b>To learn about</b></p>	<p><b>To learn about</b></p>
<p><b>With a degree</b></p> <p><b>Bachelor of Accounting and Business Information Technology (Professional)</b></p> <p><b>Bachelor of Business Information Technology (Professional)</b></p> <p><b>Bachelor of Business Analytics and Analysis</b></p> <p>With a major in business analysis</p> <p><b>Bachelor of Information and Communication Technology</b></p> <p>With a major in systems analysis</p> <p><i>Pathway to a degree:</i></p> <p><b>Diploma of Business (UniLink)</b></p> <p><b>Diploma of Information Technology (UniLink)</b></p>	<p><b>With a degree</b></p> <p><b>Bachelor of Business Analytics and Analysis</b></p> <p>With a major in data analytics</p> <p><b>Bachelor of Business (Professional)</b></p> <p>With a major in business analytics and analysis</p> <p><b>Bachelor of Business</b></p> <p>With a major in business analytics and analysis</p> <p><i>Pathway to a degree:</i></p> <p><b>Diploma of Business (UniLink)</b></p> <p><b>Diploma of Information Technology (UniLink)</b></p>	<p><b>With a degree</b></p> <p><b>Bachelor of Business (Professional)</b></p> <p>With a major in entrepreneurship and innovation</p> <p><b>Bachelor of Business</b></p> <p>With a major in entrepreneurship and innovation</p> <p><i>Pathway to a degree:</i></p> <p><b>Diploma of Business (UniLink)</b></p> <p><b>Diploma of Information Technology (UniLink)</b></p>
<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Business analyst</li> <li>Enterprise systems consultant</li> <li>Internal auditor</li> <li>Systems analyst</li> <li>Systems architect</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Business analyst</li> <li>Business intelligence analyst</li> <li>Business solutions consultant</li> <li>Data analyst</li> <li>Information management specialist</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Business owner</li> <li>Change manager</li> <li>Design manager</li> <li>Entrepreneur</li> <li>Product developer</li> </ul>
<p><b>With a diploma</b></p> <p><b>Diploma of Business (BSB50120)</b></p>	<p><b>With a diploma</b></p> <p><b>Diploma of Business (BSB50120)</b></p>	<p><b>With a diploma</b></p> <p><b>Diploma of Marketing and Communication (BSB50620)</b></p>
<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Executive assistant</li> <li>Office manager</li> <li>Project officer</li> <li>Team leader</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Executive assistant</li> <li>Office manager</li> <li>Project officer</li> <li>Team leader</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>Administrator</li> <li>Executive assistant</li> <li>Marketing and sales assistant</li> </ul>



<p><b>I want to learn</b> How to bring events to life</p>	<p><b>I want to learn</b> How to help businesses make financial decisions</p>	<p><b>I want to learn</b> How to help businesses and individuals grow their money</p>
<p><b>Study</b> Event management</p>	<p><b>Study</b> Finance</p>	<p><b>Study</b> Financial planning</p>
<p><b>To learn about</b></p> 	<p><b>To learn about</b></p> 	<p><b>To learn about</b></p> 
<p><b>With a diploma</b> <b>Diploma of Event Management (SIT50316)</b></p>	<p><b>With a degree</b> <b>Bachelor of Business (Professional)</b> With a major in finance With a major in accounting and finance <b>Bachelor of Business</b> With a major in finance With a major in accounting and finance <i>Pathway to a degree:</i> <b>Diploma of Business (UniLink)</b></p>	<p><b>With a degree</b> <b>Bachelor of Business (Professional)</b> With a major in accounting and financial planning* With a major in financial planning* <b>Bachelor of Business</b> With a major in accounting and financial planning* With a major in financial planning* <i>Pathway to a degree:</i> <b>Diploma of Business (UniLink)</b> <b>Diploma of Information Technology (UniLink)</b></p> <p><small>*These majors will be offered subject to reaccreditation.</small></p>
<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Conference coordinator</li> <li>• Event planner</li> <li>• Event sales coordinator</li> <li>• Exhibitions coordinator</li> <li>• Venue coordinator</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Business manager</li> <li>• Financial adviser</li> <li>• Financial forecaster</li> <li>• Investment manager</li> <li>• Risk analyst</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Business analyst</li> <li>• Financial planner</li> <li>• Investment banker</li> <li>• Risk analyst</li> </ul>
	<p><b>With a diploma or certificate</b> <b>Certificate IV in Accounting and Bookkeeping (FNS40217)</b> <b>Diploma of Accounting (FNS50217)</b></p> <p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Accounts officer</li> <li>• Administration officer</li> <li>• Bookkeeper</li> </ul>	<p><b>With a diploma or certificate</b> <b>Certificate IV in Accounting and Bookkeeping (FNS40217)</b> <b>Diploma of Accounting (FNS50217)</b> <b>Diploma of Business (BSB50120)</b></p> <p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Administrator</li> <li>• Finance assistant</li> <li>• Financial services office</li> </ul>

<p><b>I want to learn</b> How to manage people within a business</p>	<p><b>I want to learn</b> How to handle large volumes of culturally significant information</p>	<p><b>I want to learn</b> How to get products from suppliers to customers</p>
<p><b>Study</b> Human resource management</p>	<p><b>Study</b> Library services and information</p>	<p><b>Study</b> Logistics and supply chain management</p>
<p><b>To learn about</b></p> 	<p><b>To learn about</b></p> 	<p><b>To learn about</b></p> 
<p><b>With a degree</b> <b>Bachelor of Business (Professional)</b> With a major in human resource management <b>Bachelor of Business</b> With a major in human resource management <i>Pathway to a degree:</i> <b>Diploma of Business (UniLink)</b></p> <p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Employee engagement officer</li> <li>• HR manager</li> <li>• Office supervisor</li> <li>• Recruiter</li> <li>• Staff trainer</li> </ul>	<p><b>With a diploma</b> <b>Diploma of Library and Information Services (BSB50520)</b></p> <p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Access services officer</li> <li>• Information officer</li> <li>• Library technician</li> </ul>	<p><b>With a degree</b> <b>Bachelor of Business (Professional)</b> With a major in logistics and supply chain management <b>Bachelor of Business</b> With a major in logistics and supply chain management <i>Pathway to a degree:</i> <b>Diploma of Business (UniLink)</b></p> <p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Operations manager</li> <li>• Procurement officer</li> <li>• Strategic business analyst</li> <li>• Supply chain coordinator</li> </ul>
<p><b>With a diploma</b> <b>Diploma of Human Resources Management (BSB50320) – Fast-track</b></p> <p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Human resources assistant</li> <li>• Human resources officer</li> <li>• Office administration assistant</li> <li>• Payroll officer</li> <li>• Student services officer</li> </ul>		<p><b>With a diploma</b> <b>Diploma of Business (BSB50120)</b></p> <p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Administrator</li> <li>• Operations assistant</li> <li>• Procurement assistant</li> </ul>



<p><b>I want to learn</b></p> <p>How to learn how to manage an organisation and it's people</p>	<p><b>I want to learn</b></p> <p>How to promote and sell products and services to people</p>	<p><b>I want to learn</b></p> <p>How to have a positive influence in a sporting club, organisation or brand</p>
<p><b>Study</b></p> <p>Management</p> <p><b>To learn about</b></p> 	<p><b>Study</b></p> <p>Marketing</p> <p><b>To learn about</b></p> 	<p><b>Study</b></p> <p>Sport management</p> <p><b>To learn about</b></p> 
<p><b>With a degree</b></p> <p><b>Bachelor of Business (Professional)</b> With a major in management</p> <p><b>Bachelor of Business</b> With a major in management</p> <p><i>Pathway to a degree:</i> <b>Diploma of Business (UniLink)</b></p>	<p><b>With a degree</b></p> <p><b>Bachelor of Business (Professional)</b> With a major in marketing</p> <p><b>Bachelor of Business</b> With a major in marketing</p> <p><i>Pathway to a degree:</i> <b>Diploma of Business (UniLink)</b></p>	<p><b>With a degree</b></p> <p><b>Bachelor of Business (Professional)</b> With a major in sports management</p> <p><b>Bachelor of Business</b> With a major in sports management</p> <p><i>Pathway to a degree:</i> <b>Diploma of Business (UniLink)</b></p>
<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Change specialist</li> <li>• Customer service manager</li> <li>• Event coordinator</li> <li>• Planning manager</li> <li>• Project manager</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Advertising consultant</li> <li>• Brand manager</li> <li>• Communications manager</li> <li>• Marketing specialist</li> <li>• Research officer</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Sports administrator</li> <li>• Corporate sponsorship executive</li> <li>• Brand manager</li> <li>• Talent manager</li> <li>• Business development coordinator</li> </ul>
<p><b>With a diploma</b></p> <p><b>Diploma of Business (BSB50120)</b> <b>Diploma of Leadership and Management (BSB50420) – Fast-track</b> <b>Diploma of Sport (Sport Development)/ Diploma of Leadership and Management (SIS50319/BSB51918)</b></p>	<p><b>With a diploma</b></p> <p><b>Diploma of Business (BSB50120)</b> <b>Diploma of Marketing and Communications (BSB50620)</b> <b>Diploma of Social Media Marketing (10904NAT)</b></p>	<p><b>With a diploma</b></p> <p><b>Diploma of Sport (Sport Development)/ Diploma of Leadership and Management (SIS50319/BSB51918)</b></p>
<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Administration officer</li> <li>• Business supervisor</li> <li>• Human resources officer</li> <li>• Program developer</li> <li>• Sport and recreation coordinator</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Business executive</li> <li>• Communications assistant</li> <li>• Content marketing manager</li> <li>• Marketing officer</li> <li>• Project assistant</li> </ul>	<p><b>To become</b></p> <ul style="list-style-type: none"> <li>• Communications assistant</li> <li>• Content marketing coordinator</li> <li>• Digital marketing assistant/coordinator</li> <li>• Influencer</li> <li>• Marketing officer</li> <li>• Project assistant</li> <li>• Public relations coordinator</li> <li>• Social media coordinator</li> </ul>



**James Henley**

**Bachelor of Business**  
[major in entrepreneurship and innovation]

“While still studying I got into a vacation program at KPMG, in its risk consulting division. I had little idea of what I was getting into but had an incredible experience. I took a graduate offer and now work there in a Data Analytics role. There’s no way I could’ve predicted where I am now just a few short years ago.”

# Your next gen\_now upgrades

## Guaranteed real industry experience

At Swinburne, your education is more than reading; with our Work Integrated Learning program, it's doing. Start building your résumé with placements, internships and industry-linked projects while you study. Real industry experience is guaranteed in all our bachelor degrees that commence in 2021 and beyond. Visit [swinburne.edu.au/workintegratedlearning](https://swinburne.edu.au/workintegratedlearning)

## Professional Degrees

More than a standard bachelor degree, a Professional Degree is a premium university experience you'll graduate from having completed a 12-month full-time work placement. Not only will you apply your knowledge in the workplace, you'll be paid award rates and receive academic credit.

## Double degrees

Double degrees are a great way to broaden your study experience and are highly respected by employers. Generally, they only add one extra year to a standard degree – so you could get six years' worth of study in four!

Double degrees include:

- Bachelor of Arts/Bachelor of Business
- Bachelor of Aviation Management/Bachelor of Business
- Bachelor of Business Analytics and Analysis/Bachelor of Business
- Bachelor of Design/Bachelor of Business
- Bachelor of Engineering (Honours)/Bachelor of Business
- Bachelor of Health Science/Bachelor of Business
- Bachelor of Laws/Bachelor of Business
- Bachelor of Media and Communication/Bachelor of Business.

## Pathways to a degree

### UniLink diplomas

Not sure if jumping straight into a degree is for you? Or worried about not getting the ATAR you need? Generally equivalent to eight units of study (usually one year full-time), UniLink diplomas offer a more supportive style of learning and can provide a pathway to the second year of a related bachelor degree.

### Certificates and diplomas

Certificates and diplomas are vocational qualifications that provide practical teaching and skills for work. Successful completion of a vocational qualification may help you to prepare for work, or progress to another qualification with advanced standing.

## Scholarships

The Vice-Chancellor's Excellence Scholarship is awarded to students in recognition of academic excellence. Recipients will receive \$5000 per annum for the normal duration of their chosen degree, plus a one-off payment of \$2000 towards an international study experience.

Swinburne also offers scholarships to students from indigenous backgrounds, students suffering from financial hardship and students who have relocated from regional areas to study. For a full list of scholarships, including value and eligibility criteria, visit [swinburne.edu.au/scholarships](https://swinburne.edu.au/scholarships)



**#1**  
VIC

**5-Star rating for UG Student Support**  
 – 79.4% (highest in Melb/Victoria)  
 – top 20% of universities in Australia\*



The median salary for UG business graduates is **\$65.6K (highest in Melb)**  
**9.3%** above the national average\*\*

**88.5%**

**of UG graduates found employment within 4 months of completing their studies\*\*\***



**Swinburne business degrees are AACSB-accredited.**

\*Source: 2022 GUG (QILT Student Experience Survey 2019 and 2020)  
 \*\*Source: 2022 GUG (QILT: Graduates Outcomes Survey 2019-2021)  
 \*\*\*Source: QILT: Graduates Outcomes Survey 2019-2020

The information contained in this study guide was correct at the time of publication, August 2022. 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. CRICOS 00111D RTO 3059 TEQSA PRV12148 Australian University FBL0001\_2208