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.

I want to learn
How to record and interpret financial information
Study Accounting
To learn about Analysis
Data Management
Consulting

With a degree
Bachelor of Accounting and Business Information Technology (Professional)
Bachelor of Accounting
Bachelor of Business (Professional)
With a major in accounting
With a major in accounting and financial planning
Bachelor of Accounting
Bachelor of Business
With a major in accounting
With a major in accounting and financial planning
Pathway to a degree:
Diploma of Business (UniLink)
Diploma of Information Technology (UniLink)

To become
• Accountant
• Accounts officer
• Auditor
• Business consultant
• Financial analyst
• Professional accountant

With a diploma or certificate
Certificate IV in Accounting and Bookkeeping (FNS40217)
Diploma of Accounting (FNS50217)

With a diploma
Diploma of Business (BSB50120)

To become
• Administrator
• Administration officer
• Bookkeeper

To become
• Business administrator
• Business development manager
• Business manager
• Marketing coordinator
• Office supervisor
• Project officer
• Retail manager

I want to learn
How a business operates
Study Business administration
To learn about Strategy
Analysis

With a degree
Bachelor of Accounting and Business Information Technology (Professional)
Bachelor of Accounting
With a major in business administration
Bachelor of Business
With a major in business administration
Pathway to a degree:
Diploma of Business (UniLink)
Diploma of Information Technology (UniLink)

To become
• Bookkeeper
• Administration officer
• Executive assistant
• Office manager
• Receptionist
• Retail Manager

I want to learn
How to identify business problems and provide solutions through technology
Study Business analysis
To learn about Data management
Consulting

With a degree
Bachelor of Accounting and Business Information Technology (Professional)
Bachelor of Accounting
Bachelor of Business Information Technology (Professional)
Bachelor of Accounting
With a major in business analysis
Bachelor of Business Information Systems
With a major in business analysis
Bachelor of Information and Communication Technology
With a major in systems analysis
Pathway to a degree:
Diploma of Business (UniLink)
Diploma of Information Technology (UniLink)

To become
• Professional accountant
• Financial analyst
• Business consultant
• Auditor
• Accountant

I want to learn
How to use information to drive business change
Study Business information systems
To learn about Data management
Analysis

With a degree
Bachelor of Accounting and Business Information Technology (Professional)
Bachelor of Accounting
Bachelor of Business Information Technology (Professional)
Bachelor of Business Information Systems
With a major in business analysis
Bachelor of Information and Communication Technology
With a major in systems analysis
Pathway to a degree:
Diploma of Business (UniLink)
Diploma of Information Technology (UniLink)

To become
• Retail Manager
• Receptionist
• Executive assistant
• Administrator

I want to learn
How to use data to help companies make better business decisions
Study Data analytics
To learn about Analysis

With a degree
Bachelor of Accounting and Business Information Technology (Professional)
Bachelor of Accounting
Bachelor of Business Information Technology (Professional)
Bachelor of Business
With a major in business analytics and analysis
Bachelor of Business Information Systems
With a major in business analysis
Pathway to a degree:
Diploma of Business (UniLink)
Diploma of Information Technology (UniLink)

To become
• Systems analyst
• Internal auditor
• Data analyst
• Business owner

I want to learn
How to take ideas from seed to success
Study Entrepreneurship and innovation
To learn about Analysis

With a degree
Bachelor of Accounting and Business Information Technology (Professional)
Bachelor of Accounting
Bachelor of Business Information Technology (Professional)
Bachelor of Business
With a major in entrepreneurship and innovation
Pathway to a degree:
Diploma of Business (UniLink)
Diploma of Information Technology (UniLink)

To become
• Systems architect
• Business owner
• Change manager
• Design manager
• Entrepreneur

I want to learn
How to take ideas from seed to success
Study Entrepreneurship and innovation
To learn about Analysis

With a degree
Bachelor of Business Information Systems
With a major in data analytics
Bachelor of Business (Professional)
With a major in business analytics and analysis
Bachelor of Business
With a major in business analytics and analysis
Pathway to a degree:
Diploma of Business (UniLink)
Diploma of Information Technology (UniLink)

To become
• Systems architect
• Internal auditor
• Data analyst
• Business owner

With a diploma
Diploma of Business (BSB50120)

To become
• Systems analyst
• Systems architect

With a diploma
Diploma of Business (BSB50620)

To become
• Executive assistant
• Office manager

With a diploma
Diploma of Marketing and Communication (BSB50620)

To become
• Executive assistant
• Marketing and sales assistant

To become
• Executive assistant
• Office manager
• Project officer
• Team leader

To become
• Executive assistant
• Office manager
• Project officer
• Team leader

To become
• Executive assistant
• Office manager
• Project officer
• Team leader

With a diploma
Diploma of Business (BSB50120)

To become
• Business analyst
• Enterprise systems consultant
• Systems architect

With a diploma
Diploma of Business (BSB50120)

To become
• Business analyst
• Enterprise systems consultant
• Systems architect

With a diploma
Diploma of Business (BSB50620)

To become
• Business analyst
• Business intelligence analyst
• Data analyst

To become
• Business analyst
• Business intelligence analyst
• Data analyst

With a diploma
Diploma of Marketing and Communication (BSB50620)

To become
• Business analyst
• Business intelligence analyst
• Data analyst

To become
• Business analyst
• Business intelligence analyst
I want to learn

- How to bring events to life
- How to help businesses make financial decisions
- How to help businesses and individuals grow their money

Study

- Event management
- Finance
- Financial planning

To learn about

- With a diploma: Diploma of Event Management (SIT50316)
- With a degree: Bachelor of Business (Professional) with a major in human resource management

To become

- Conference coordinator
- Event planner
- Event sales coordinator
- Venue coordinator

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

With a diploma or certificate:

- Certificate IV in Accounting and Bookkeeping (FNS40217)
- Diploma of Accounting (FNS50217)
- Diploma of Business (BSB50120)

To become

- Accounts officer
- Administration officer
- Bookkeeper

- Administrator
- Finance assistant
- Financial services officer

I want to learn

- How to manage people within a business
- How to handle large volumes of culturally significant information
- How to get products from suppliers to customers

Study

- Human resource management
- Library services and information
- Logistics and supply chain management

To learn about

- With a diploma: Diploma of Library and Information Services (BSB50520)
- With a degree: Bachelor of Business (Professional) with a major in logistics and supply chain management

To become

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

- Access services officer
- Information officer
- Library technician

With a diploma or certificate:

- Certificate IV in Accounting and Bookkeeping (FNS40217)
- Diploma of Accounting (FNS50217)
- Diploma of Business (BSB50120)

To become

- Human resources assistant
- Human resources officer
- Office administration assistant
- Payroll officer
- Student services officer

- Administrator
- Operations assistant
- Procurement assistant
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
• Change specialist
• Customer service manager
• Event coordinator
• Planning manager
• Project manager

With a diploma
Diploma of Business (BSB50120)
Diploma of Leadership and Management (Fast-track mode) (BSB50420)
Diploma of Sport (Sport Development)/Diploma of Leadership and Management (SS50319/BSB51918)

To become
• Administration officer
• Business executive
• Human resources officer
• Program developer
• Sport and recreation coordinator

I want to learn
How to learn how to manage an organisation and it’s people

Study
Management To learn about
Analysis Consulting Strategy Design

I want to learn
How to promote and sell products and services to people

Study
Marketing To learn about
Analysis Consulting Strategy Design

I want to learn
How to have a positive influence in a sporting club, organisation or brand

Study
Sport management To learn about
Analysis Consulting Strategy Design

With a degree
Bachelor of Business (Professional) With a major in sports management
Bachelor of Business With a major in sports management
Pathway to a degree:
Diploma of Business (UniLink)

To become
• Project assistant
• Content marketing manager
• Content marketing coordinator
• Digital marketing assistant/coordinator
• Influencer
• Marketing officer
• Project assistant
• Public relations coordinator
• Social media coordinator

With a degree
Diploma of Leadership and Management Diploma of Sport (Sport Development)/
• Sport and recreation coordinator
• Program developer
• Sport and recreation coordinator

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

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

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 Information Systems/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.

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.”
5-Star rating for UG Learner Engagement
- 73.2% (highest in Melb/Victoria)
- top 20% of universities in Australia*

5.6K
5.6K above national average

$65.6K (highest in Melb)
9.3% above the national average**

87.7%
87.7% of UG graduates found employment within 4 months of completing their studies***

Swinburne business degrees are AACSB-accredited.

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*Source: 2021 GUG (QILT Student Experience Survey 2018 and 2019)
**Source: QILT: Graduates Outcomes Survey 2018-2020
***Source: QILT: Graduates Outcomes Survey 2018-2020

The information contained in this study guide was correct at the time of publication, November 2021. 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 TECSA PV12146 Australian University

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