BUSINESS

But not as usual.



Jennifer ACU student



Why studying at ACU is good business

Our graduates get jobs. That's because we teach you the skills you need to hit the ground running when you graduate. Our employment rate for business graduates is consistently higher than the national average, and there are a few simple reasons why.*

One is practical experience. With us, you'll work with up and coming entrepreneurs, be supported as you develop your own business idea, and engage in at least one work placement. You'll learn from global experts and real-world case studies. And you could also find yourself fast-tracking your degree during your winter break; studying two units at our Rome Campus.

Then there are our teachers. They're active in industry and in research, so they're bringing the latest updates and news right to your class. They make sure that what you're learning is what employers need. During your degree you'll learn through a mix of workshops, online teaching and supervised projects.

To bring the global experience right

to our students, we've introduced the virtual intercultural classroom. You'll work on a group project, such as planning an international trade deal, with students from one of our partner universities overseas.

Lastly, and most importantly, business at ACU is definitely not business as usual. Our graduates make an impact. They know that the decisions they make will affect people and communities, and they know that business done well, can make a difference.

*93.1% of our UG Business students are employed 4 months after graduating

Source: 2018 QILT Graduate Outcomes Survey domestic undergraduate overall employed, Study Area Business Management

Bachelor of Commerce

We know entering the business world isn't about following one narrow path, so how you complete your degree should have just as many options. Our foundation units will provide you with the grounding you need to decide on your career path. From the second semester of your first year you will be able to start your major and follow your specialised area of interest.

You can even choose to study two foundation units at our Rome Campus in July and fast-track your degree further. Empowering you to create a personalised degree tailored to your interests and aspirations is how we ensure you're on the right track.

Getting job-ready means extending yourself beyond the classroom and our option of two work placement units will help you take that first step into the business world. At ACU, we think big and encourage you to follow our lead, so your other option is to head overseas and complete part of your degree with one of our many international partner institutions.

Majors in

Accounting, finance, event management, human resource management, informatics, management, marketing

Campus

Brisbane, Melbourne, North Sydney, Strathfield

Duration

Three years full-time or equivalent part-time.

BACHELOR OF COMMERCE STUDY OPTIONS

Core units

All students undertaking the Bachelor of Commerce must study the eight core units outlined below.

Unit majors

Students can choose to study a major from one of the study areas listed below eg Accounting.

Other units

Students can choose an additional eight units made up of either a second major, two minors, one minor and four electives (from any ACU faculty) or all electives (from any ACU faculty).

ACCREDITATION

The Bachelor of Commerce is accredited by EPAS, a prestigious international program accreditation system operated by the European Foundation for Management Development. Graduates with an accounting major and the accounting accreditation minor are eligible for membership with CPA Australia, Chartered Accountants Australia and New Zealand and Institute of Public Accountants. Graduates with a human resource management major are eligible for graduate membership with the Australian Human Resources Institute and graduates in marketing are eligible for membership with the Australian Marketing Institute.

CORE UNITS (8 UNITS)	MAJORS (8 UNITS)	OTHER (8 UNITS)
• Managing people and organisations	• Accounting	• Second major (8 units), or
• Introduction to accounting or money matters	• Event management	• 2 minors (4 units each), or
Working with technology	• Finance	• 1 minor (4 units) plus 4 electives, or
Managing markets	Human resource management	• All electives (8 units)
• Justice and change in a global world	• Informatics	
• Community engagement: building strengths and capabilities	• Management	
• Self and community: exploring the anatomy of modern society	• Marketing	
• Working with diversity and conflict or Professional experience		



"I believe that managing the accounts, and the relationships with staff and clients, is crucial to operating a successful business."

Alexandra

Bachelor of Commerce (Accounting and Human Resource Management) graduate Senior Accountant at Pitcher Partners Newcastle and Hunter regions

COMMERCE MINORS AVAILABLE

MAJORS ALSO AVAILABLE AS MINORS	OTHER MINORS
• Accounting	Data analytics
• Event management	Entrepreneurship
• Finance	Indigenous business studies
Human resource management	International business
• Informatics	Occupational health, safety and environment
• Marketing	• Approved minors from other faculties* (such as arts, public health or philosophy) including international studies of four units
• Management	

 $\label{eq:approved minors from other faculties: *Public health: Foundations of public health, foundations of health promotion, globalisation, environment and health and public health entrepreneurship$

Philosophy: Minor in ethics and justice, minor in philosophy

Arts: Refer to ACU website for minors available at the campus you wish to study

ACCOUNTING AND FINANCE CAREERS

Accounting is the backbone of the business world. A company's financial health is a key indicator of its success and without accountants making the numbers work, it's impossible for a business to thrive. Regardless of the economic outlook, accountants are always in demand and can be found in every industry, working for the government, large accounting firms, public companies, or small businesses.

Successful accounting professionals have a strong grasp of economic patterns, keep up with the state of the investment industry, and have a talent for saving and spending money wisely. Day to day, a finance employee could track how an organisation is spending and borrowing money, negotiate financial contracts, record financial transactions, or prepare reports in line with organisational strategies. Career paths in accounting and finance include:

- chartered and financial accountant
- finance manager
- financial adviser
- auditor
- chief financial officer
- tax agent or taxation accountant
- investment analyst
- bank manager, investment banker, or merchant banker
- management accountant
- stock exchange broker, foreign exchange broker, or analyst.

EVENT MANAGEMENT CAREERS

Event managers are multi-skilled problem solvers who organise a range of different events.

Events usually begin with conceptualising an occasion with the client's objectives in mind, before beginning to plan and coordinate with a range of different stakeholders. Once these initial decisions have been made, an event manager may be required to organise permits from regulatory authorities, visualise stage design, arrange for performers and media promoters, prepare run sheets, and finally, oversee the smooth operation of the event from start to finish.

The best event managers succeed through strong communication, creative vision, good organisation, and attention to detail. Thinking big comes with the territory, along with the ability to visualise concepts, motivate people, and being able to collaborate effectively with all kinds of personalities.

Career paths in event management include:

- event coordinator or planner
- sports event manager
- wedding planner
- fashion event planner
- corporate event manager
- tourism event coordinator.

HUMAN RESOURCE MANAGEMENT

A business is only as good as its employees, and its employees are only as good as their HR team. This is why human resource management plays a critical role in every organisation – and why it's a rapidly growing profession. Career trend experts predict human resource management jobs are only going to increase in the future, along with a HR professional's median annual income.

If you're considering a HR career, start by evaluating your abilities and willingness to work closely with others. While good people skills are an indemand attribute across every type of industry, it's particularly critical for anyone entering this field. You need to genuinely care about the wellbeing and development of employees, which often results in close working relationships with people across the entire spectrum of an organisation.

A HR professional's tasks can include recruitment, talent training and development, employee relation management, and implementing compensation and benefit schemes.

Career opportunities cover a wide range of jobs, including:

- human resource manager
- employment and industrial relations officer
- policy administrator
- recruitment and selection consultant
- corporate training officer
- occupational health and safety manager
- learning, training and development consultant
- payroll and personnel manager.

INFORMATICS

Careers in informatics are in great demand in Australia and around the world. These IT skills are highly transferable and continuously growing and developing.

IT specialists can be self-employed or work for a large organisation in the public or private sector. Some IT careers focus on specific areas like security systems, quality assurance, or developing new ways to help businesses succeed.

MANAGEMENT CAREERS

Management is about managing people, systems and culture within both public and private organisations. It's about inspiring others to excel, creating excellence in all areas of business.

Careers in management are very varied across the business spectrum.

Careers can include:

- administration or office manager
- international trade executive
- general management
- director
- account manager
- CEO.

MARKETING CAREERS

Marketers are the ultimate go-betweens in the business world, responsible for bringing brands and consumers together. Their job is to get inside a customer's head and present solutions to their predicted wants and needs, while being faithful brand champions at all times. Marketing professionals shape how we see the world and it's a dynamic career that suits people drawn to strategising and identifying patterns and trends. Marketers typically approximate the need for products or services, identify potential markets for products or services, monitor trends, develop pricing and sales strategies, and work with staff in public relations, product development, and sales. Often marketers are people-oriented and can be called upon to bring the creativity to a project.

Pursuing marketing studies can lead to working in media, publishing, PR, and retail as brand managers, advertising executives, or event managers. But like the degree itself, marketing is a broad career path with many options. As marketing jobs can be found across every industry, where you choose to focus your skills is up to you.

Careers can include:

- marketing manager
- advertising and media executive
- digital marketing executive
- market research officer or manager
- promotions manager
- social marketing manager
- public relations officer or manager
- brand manager
- · new business development manager
- customer relationship manager
- market analyst.



Cassandra, Bachelor of Commerce (Human Resource Management) graduate, Sydney

"I've already been able to transfer everything I've learnt in my entrepreneurship classes to the real world.

Recently, I had an opportunity to pitch my start-up in China. When I was there, I discovered I only had 20 seconds to talk about my company on stage in front of hundreds of people. Luckily, I'd already learnt how to do this in my entrepreneurship subjects. In fact, every day in China I was able to link my experiences back to something I'd studied in those classes."

Luke Bachelor of Commerce



MINORS

Data analytics

The art of collecting and analysing data enables an organisation to better understand and fine-tune their marketing, insurance, political, and/ or business practices. Data analysts are highly trained professionals who perform the analysis and run various mathematical calculations to determine how data samples might best be applied to profit a business.

If you also have an excellent eye for detail, can identify trends and patterns of information, and have good computer skills, then data analysis could be your niche.

As a minor, not only will it complement other business majors and degrees, it will also provide graduates with a competitive edge.

Entrepreneurship

Entrepreneurship's focus on innovation and disruption is a drawcard for students who like to think big and focus on possibility. The buzz surrounding entrepreneurship mostly comes from the technology-driven startups that have shaken up traditional industries like education, transport, food production, and sustainable construction.

While start-ups are where most of us think the new breed of entrepreneurs can be found, in reality, many also start small family businesses or social enterprises. There are no set rules for who can become an entrepreneur. Rather, a good business idea backed up by focused determination is what sets them apart. Creativity, resourcefulness, and good communication also stands entrepreneurs in good stead, as well as a willingness to work hard and evaluate risks to accomplish goals.

Indigenous business studies

Indigenous business studies allows our Aboriginal and Torres Strait Islander students to undertake cultural and Indigenous business units online with face-to-face study schools (supported by government funding).

International business

To be successful in business these days you need to develop a global mindset. Studying international business allows you to see how globalisation has brought about an increasing 'connectedness' of businesses, markets, people and information across countries.

The skills that you develop are highly sought after by employers and there is strong current and future demand for international business graduates.

Occupational health, safety and environment (OSHE)

Foster a safe and healthy work environment in accordance with legislation. As an OHSE specialist, you'll be equipped to protect coworkers, family members, employers and customers in workplace environments to help reduce injuries and illness. You'll also learn about physical and psychosocial hazards, risk assessment and monitoring, environment and safety law, and business administration issues. Careers include:

- Workplace OHSE management
- OHSE management
- OHSE practitioning
- · OHSE advice and consulting
- operations management
- systems management
- human resources management
- OHSE systems management.

Bachelor of Accounting and Finance

Campus

Brisbane, Melbourne, North Sydney

Duration

Three years full-time or equivalent part-time.

COURSE DESCRIPTION

Our Bachelor of Accounting and Finance is a comprehensive degree that builds your financial know-how and knowledge and explores all money matters to drive you towards a career of your choosing.

Graduating with an extensive corporate accounting education, you'll be prepared for financial management roles in private enterprise, government, the not-for-profit sector, and transnational corporations.

Unlike pure accounting degrees, our Bachelor of Accounting and Finance will broaden your career choices and you'll gain a good understanding of financial instruments, institutions, markets, and systems. The course also covers financial decision-making under uncertainty, which can be applied to careers in banking, financial consulting and planning, funds management, merchant banking, stockbroking, or treasury.

PROFESSIONAL EXPERIENCE

You'll undertake one compulsory unit of community engagement.

PROFESSIONAL RECOGNITION

Graduates will be eligible for membership with CPA Australia, Chartered Accountants Australia and New Zealand and Institute of Public Accountants.



 $Nathan, Bachelor \, of Accounting \, and \, Finance \, graduate, \, Melbourne$

Bachelor of Business Administration

Campus

Brisbane, Melbourne, North Sydney, Strathfield

Duration Three years full-time or equivalent part-time.

COURSE DESCRIPTION

This interdisciplinary degree produces well-rounded graduates who have the ability to keep pace in a rapidly changing business world. In preparation for a successful career in business management, you'll be encouraged to think critically, develop your strengths, and discover your potential to become a socially responsible, agile influencer.

Our Bachelor of Business Administration allows students to pursue a range of study options without having to specialise in one particular field. With this flexibility, you'll develop a broad understanding of business fundamentals, including administration, analysis, communications, finance, management, marketing, recruitment, and sales. You're also free to choose elective units from any discipline across the University to broaden your knowledge and pursue your passions and interests without limitations.

PROFESSIONAL EXPERIENCE

You'll undertake one compulsory unit of community engagement and may choose to do a further unit of professional industry experience as an elective. This experience is designed to link your classroom studies to the real world of work and boost your employability.



"I started to work the day after I graduated, which wouldn't have been possible without this degree. My three year learning experience has assisted me in different areas of work, such as leadership, being a team player, management and communication."

Sayan Bachelor of Information Technology

Bachelor of Information Technology

Campus North Sydney

Duration

Three years full-time or equivalent part-time.

COURSE DESCRIPTION

Our Bachelor of Information Technology prepares you to become a professional manager in IT, with knowledge and skills highly valued in business, industry and government agencies. You will be taught technical, business and relationship skills to build and integrate effective business information systems that support the decision-making structures within an organisation.

With this degree, you could grow a career in business systems analysis, software engineering, information systems management, database administration, or technical and network support.

PROFESSIONAL EXPERIENCE

You'll undertake one compulsory unit of community engagement and may choose to do a further unit of professional industry experience as an elective. This experience is designed to link your classroom studies to the real world of work and boost your employability.

PROFESSIONAL RECOGNITION

Students who complete this program are eligible for Australian Computer Society (ACS) membership following appropriate work experience.

CAREER PATHS

Career opportunities for graduates with a Bachelor of Information Technology can be found in both the private and public sectors and cover a wide range of jobs, including:

- · applications developer
- systems analyst
- systems administrator
- software architect
- database administrator
- information systems manager
- IT support technician
- systems project manager
- programmer
- software engineer
- technical and network support professional
- web specialist and developer.

Bachelor of Information Technology/Bachelor of Business Administration

Campus

North Sydney

Duration

Four years full-time or equivalent part-time.

COURSE DESCRIPTION

With technology now intrinsic to almost every aspect of business, graduates with a thorough understanding of contemporary IT practices and their integration with business systems are in demand across both the private and public sectors. With this dual degree, students are prepared to pursue careers in finance, business analysis, management, business administration, marketing, recruitment, sales, and technical and network support.

PROFESSIONAL EXPERIENCE

You'll undertake one compulsory unit of community engagement and may choose to do a further unit of professional industry experience as an elective. This experience is designed to link your classroom studies to the real world of work and boost your employability.

PROFESSIONAL RECOGNITION

Students who complete this program are eligible for Australian Computer Society (ACS) membership following appropriate work experience.

Bachelor of Arts/ Bachelor of Commerce

Campus

Brisbane, Melbourne, North Sydney and Strathfield

Duration

Four years full-time or equivalent part-time.

COURSE DESCRIPTION

The business world is highly competitive and we all know how essential it has become to stand out from the crowd. A dual degree gives graduates an advantage, and can be achieved with only one extra year of study.

Our Bachelor of Arts/Bachelor of Commerce students are ready to enter a range of business-related fields, with their qualifications strengthened by the research, analytical and communication skills developed in their arts degree.

PROFESSIONAL EXPERIENCE

You'll undertake one compulsory unit of community engagement and may choose to do a further unit of professional industry experience as an elective. This experience is designed to link your classroom studies to the real world of work and boost your employability.

PROFESSIONAL RECOGNITION

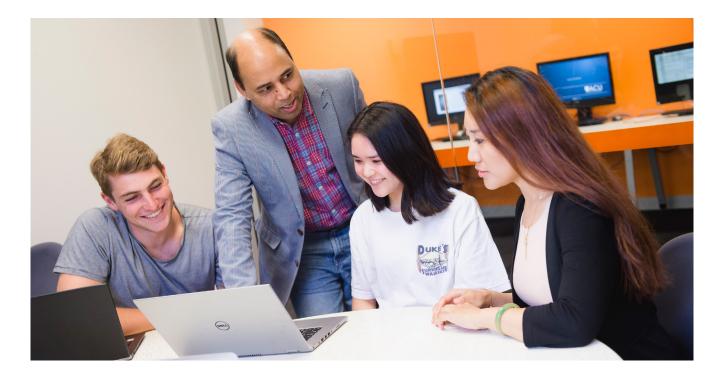
Graduates with an accounting major and accreditation minor are eligible for membership with CPA Australia, Chartered Accountants Australia and New Zealand and associate membership with the Institute of Public Accountants.

Graduates with a human resource management major are eligible for graduate membership with the Australian Human Resources Institute. Graduates in marketing will be eligible for membership with the Australian Marketing Institute.

CAREER PATHS

Career opportunities for graduates with a Bachelor of Arts/Bachelor of Commerce can be found in both the private and public sectors and cover a wide range of jobs, including:

- accountant
- advertising manager
- employment relations officer
- human resource manager
- marketing manager
- marketing researcher
- policy administrator
- retailing and wholesaling manager.



Bachelor of Commerce/ Bachelor of Business Administration

Campus

Brisbane, Melbourne, North Sydney

Duration

Four years full-time or equivalent part-time.

COURSE DESCRIPTION

Fast-track your career with this unique multi-discipline qualification designed for future business leaders. This dual degree combines the specialised knowledge of the Bachelor of Commerce with the flexibility of the Bachelor of Business Administration.

PROFESSIONAL EXPERIENCE

Students undertake one compulsory unit of community engagement and may choose to do further units of professional industry experience as electives. This experience is designed to link your classroom studies to the real world of work and boost your employability.

PROFESSIONAL RECOGNITION

Graduates with an accounting major and accreditation minor are eligible for membership with CPA Australia, Chartered Accountants Australia and New Zealand and Institute of Public Accountants.

Graduates with a human resource management major are eligible for graduate membership with the Australian Human Resources Institute. Graduates with a marketing major will be eligible for membership with the Australian Marketing Institute.

Other double degrees

Bachelor of Applied Public Health/

Bachelor of Business Administration

Bachelor of Biomedical Science/

Bachelor of Business Administration

Bachelor of Business Administration/Bachelor of Global Studies

Bachelor of Business Administration/Bachelor of Laws

Bachelor of Commerce/Bachelor of Business Administration

Bachelor of Commerce/Bachelor of Global Studies

Bachelor of Commerce/Bachelor of Laws

Bachelor of Exercise Science/Bachelor of Business Administration

Bachelor of Nursing/Bachelor of Business Administration

Bachelor of Nutrition Science/Bachelor of Business Administration Bachelor of Psychological Science/Bachelor of Commerce

Passion for Business (P4B)

OUR STUDENTS ARE MORE THAN THEIR SCORE

Our Passion for Business (P4B) program gives you early entry into a business course of your choice. We nurture your potential and provide you with a step up into your future business career.

Use your passion and commitment to start achieving your goals. We've designed P4B to provide you with everything you need for an early competitive edge in your future career.

THE BENEFITS

- Early offer into an ACU business course.
- Access to our business mentoring.
- Access to our academic skills workshops, CareerHub and networking events.
- Study abroad opportunities.
- A textbook voucher valued at \$500 awarded to the top three P4B students at the end of Semester 1.
- An invitation to our ACU P4B welcome event.

ADMISSION CRITERIA

For the most up-to-date eligibility and admission criteria, please visit acu.edu.au/p4b.

SELECTION AND OFFERS

Your P4B application will be assessed on the basis of your ability to meet the admission criteria and how you demonstrate your passion for business in your written statement.

> Apply now: acu.edu.au/p4b

"My dream was to become a successful business woman and ACU had the course, extra-curricular activities and friendly welcoming vibe to assist me in making my dream a reality.

I began by applying for P4B and was very relieved to find out I was accepted into the program and I had a guaranteed place before my Year 12 exams.

I am currently in my final year of studies and undertaking professional work experience in marketing.

I feel so blessed to have been able to meet and build relationships with other P4B students, lecturers and industry professionals. I know that the friends I have made in university will become friends for life as we have consistently supported each other throughout our degree."

Jennifer Bachelor of Commerce/Bachelor of Business Administration

Pathway programs

At ACU, we believe university is for everyone. If you didn't meet the entry requirements for your chosen course, our pathway programs provide an alternative option for gaining entry to university. Whether you have just completed secondary school, have a desire to return to study, or are keen to gain qualifications to embark on a new career, the flexibility of our certificate pathway options will help you achieve vour goals.

The Certificate in Commerce and the Certificate in Business Information Systems provide an alternative pathway into the Bachelor of Commerce and Bachelor of Information Technology for domestic, fee-paying students, who will be granted credit for the units (subjects) they've already undertaken in their respective certificate courses.

Duration

Six months full-time or equivalent part-time.

Contact

For more information contact AskACU (1300 275 228)

CERTIFICATE IN COMMERCE

Campus: Brisbane, Melbourne, North Sydney

If you're aspiring to develop a business career, but unable to get into university in the usual way, then our Certificate in Commerce could be the answer.

Applicants for this course will be considered based on their previous studies, work experience, community engagement activities, and any other relevant information that tells us you have the drive and the capacity to succeed in an undergraduate business course. The course does not have an entry ATAR/OP.

The Certificate in Commerce provides a broad understanding of key commercial and business concepts. It is a non-award course, meaning you will not gain a formal qualification at the end. You will, however, be able to study units (subjects) available in the Bachelor of Commerce – and on successful completion you can apply for entry into the bachelor degree. And if you are a domestic, fee-paying student, you will be granted credit for the units you've successfully completed.

CERTIFICATE IN BUSINESS INFORMATION SYSTEMS

Campus: North Sydney

The Certificate in Business Information Systems provides a broad understanding of how information technology is applied in a business environment. It is a non-award course, meaning you will not gain a qualification at the end. You will, however, be able to study units (subjects) available in the Bachelor of Information Technology – and you can apply for entry into the bachelor degree once you have successfully completed two units.

The Certificate in Business Information Systems provides an alternative pathway into the Bachelor of Information Technology for domestic students.

Direct application: acu.edu.au/courses

NON-SCHOOL LEAVERS SPECIAL DIRECT ENTRY PROGRAM

ACU welcomes non-school leavers. We believe you have the potential to bring a wealth of experience into the classroom.

The Faculty of Law and Business offers direct entry for domestic non-school leavers to any law or business course, rather than applying through the tertiary admission centres *(if you have not already applied through VTAC or UAC)*.

Not everyone who studies at ACU comes straight from high school. You may have:

- completed Year 12 many years ago
- completed TAFE or other VET studies
- started or completed studies at another university
- been working since you left high school
- got a trade qualification.

There are students of all ages studying business. In fact, about half of our new students each year are non-school leavers, so you won't be alone.

APPLICATION CRITERIA

- Direct entry covers all undergraduate law and business courses.
- You are not currently completing Year 12 studies.
- Your application must be to study a law or business course through ACU only.
- You can supply a CV to demonstrate your experience.
- Your application may be referred to the Faculty of Law and Business for an interview if English proficiency is not demonstrated.

Get real-world ready

"For three months, I had the incredible opportunity to intern inside the Vatican City State. It was truly an experience that opened my eyes and further prepared me for the real world of accounting. It was wrapped in a package that I perceive was a once-in-a-lifetime opportunity."

Maria Bachelor of Commerce – (Accounting)

PETER FABER BUSINESS SCHOOL PROFESSIONAL EXPERIENCE PROGRAM

We understand experiencing life beyond the classroom gives you a competitive edge. That's why we offer two industry field placements for all of our business undergraduates, so you can maximise your career opportunities.

Volunteer commitment 5–10 days or 35–70 hours

When Second year of undergraduate degree

Credit points 10 (core unit)

COMMUNITY ENGAGEMENT: BUILDING STRENGTHS AND CAPABILITIES

This program will provide you with a deeper understanding of the contributions of social enterprises to the economy through first-hand experience of basic business operations. You will also receive valuable experience in the provision of services through a not-for-profit organisation. You will develop basic professional skills, knowledge of social enterprise models, learn about the role of social entrepreneurs in creating social change, and deepen your understanding of the world around you.



Internship commitment 15 days or 105 hours

When

Third year, second semester of undergraduate degree

Credit points 10 (elective unit)

Campus availability Brisbane, Melbourne, Sydney

PROFESSIONAL EXPERIENCE INTERNSHIP

This second experiential program provides you with all-important professional experience in a field of your choice to consolidate both your skills and your career aspirations.

Internships are invaluable and you have so much to gain from taking part: hands-on industry experience, learning discipline-specific skills, and a better understanding of how to apply your studies to the real world.

HOW TO APPLY acu.edu.au/apply

INTERNATIONAL STUDENTS

Please see the ACU website for details of prerequisites including English language proficiency levels.

CONTACT US

If you have any questions about your ACU applications or would like to speak with one of our staff about your study options, visit **acu.edu.au/askacu**

Useful links

Business degrees and associated double degrees acu.edu.au/courses/undergraduate/business

ACU scholarships acu.edu.au/scholarships

Australian Catholic University attempts to ensure the information contained in this publication is correct at the time of production (March 2019). However, sections may be amended without notice by the University in response to changing circumstances or for any other reason. Check with the University at the time of application/enrolment for any updated information.