

**WESTERN SYDNEY**  
UNIVERSITY



BUSINESS  
INTERNATIONAL  
UNDERGRADUATE





**WE ARE  
WESTERN  
SYDNEY**

Located in the heart of one of Australia's fastest growing economic regions, Western Sydney University offers unlimited potential to students with the talent, drive and ambition to succeed.

Western Sydney is an exciting place to be. As the nation's third largest economy and one of the fastest growing population and employment centres, it is an increasingly important, dynamic and culturally diverse hub of business, industry and innovation.

With a large multicultural population of more than two million people from 170 nations, Western Sydney's global links are creating unlimited opportunities for international business, investment, education and cultural exchange.

Ranked amongst the top two per cent of universities in the world, Western Sydney University values academic excellence, integrity and the pursuit of knowledge. We are globally focused, research-led and committed to making a positive impact on the communities we engage with.

Your success starts here.



### → **PREPARE FOR A DYNAMIC, EXCITING AND CHALLENGING CAREER**

Whether you aim to become a corporate business executive or run your own enterprise, Western Sydney University Business degrees will equip you with the knowledge, experience and contacts to successfully apply proven business principles in new and innovative ways.

### → **CONTEMPORARY CURRICULUM**

With modern unit choices and materials, industry-based projects and placements, a flexible course structure, and a balance of theory and practical field studies, you will have the best preparation to be career-ready when you enter the world of business.

### → **LEARN FROM INSPIRING, ENTHUSIASTIC TEACHING STAFF LEADING THEIR FIELDS**

We have a reputation for teaching and learning excellence, and we invest in the continuous innovation and improvement of our teaching staff and systems. Our reputation extends to fields of research.

### → **GAIN REAL-WORLD EXPERIENCE**

Industry experts are invited to present case studies related to particular contemporary issues within various business disciplines. Our students will have access to local work experience opportunities and get involved in projects relevant to their business discipline with organisations located in the Western Sydney region.

### → **PROFESSIONAL RECOGNITION**

Our courses are developed in consultation with leading industry practitioners and an external advisory board to ensure you have the skills you need to be competitive in today's workplace. For example, industry feedback on the need for graduates to be able to solve problems using a holistic business perspective rather than a narrow discipline approach, has been utilised in the design of our Business degrees.

### → **PRACTICAL LEARNING**

Our business programs give you a practical approach to learning, while also improving skills and performance. We expect our graduates will finish their degrees being 'business-ready', with not only the practical knowledge and skills but also the experience of what it is like to work within their discipline, addressing real-world problems and developing solutions.

### → **LIFT YOUR PROFILE**

Learn from academics with a high international profile who are experts in their fields, and gain accreditation from leading Australian industry organisations. Take advantage of international work experience opportunities, and get involved in our active research program.

# WHY STUDY AT WESTERN SYDNEY?

# Bachelor of Business (Advanced Business Leadership)

COURSE	CODE	CRICOS	INTAKE	LOCATION	DURATION	FEE
B Business (ABL)	2787	089206F	February/ July	Parramatta	3 years	\$23,560*

\*Indicative 2016 tuition fee shown in Australian dollars.

Completing the Bachelor of Business (Advanced Business Leadership) degree gives you a competitive business edge. Entry to the program is exclusively for high-achieving students, and will challenge you to build on your current academic successes. Through design thinking and reflective learning, this degree aims to transform today's brightest business minds into tomorrow's adaptable, innovative, entrepreneurial and enterprising leaders.

Throughout your degree, you will be personally mentored by leading business academics and industry practitioners so that you have the critical knowledge and skills required to manage the complexities of contemporary businesses and their emerging local and global contexts.

### CORE UNITS AND ELECTIVES

The multidisciplinary degree provides flexibility and choice, allowing you to select your primary business discipline from three professional streams. Each stream is organised around a broad theme: money (accounting, economics, applied finance, property); markets (marketing, international business, hospitality management, sport management); and management (human resource management, management).

These units will enable: individual career planning, innovation exploration, refined applied business techniques and engagement students in a capstone unit that explores enterprise futures in an applied and integrated model of learning specific to a professional discipline context.

Additionally, our students in the Advanced Business Leadership program are required to complete four compulsory core leadership units: Advanced Business Seminars; Frontiers of Business Theory and Analysis; Business Leadership; and Entrepreneurial Team. You will also choose four electives from Business disciplines or other courses offered by Western Sydney University.

For detailed information about the course structure and units, visit [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

### PRACTICAL EXPERIENCE

All our students are encouraged to independently gain practical experience in order to enhance their knowledge and skills in a variety of enterprise contexts. Our students also have the opportunity to take up paid and unpaid internships with an industry and community organisation. Opportunities for overseas study tours and international internships are available. These practical experiences serve as an invaluable stepping stone to future employment opportunities.

### PROFESSIONAL RECOGNITION

Professional recognition is associated with several majors (see detailed information regarding Majors via the Bachelor of Business course).

The majors are:

- Accounting
- Applied Finance
- Economics
- Hospitality Management
- Human Resource Management
- International Business
- Management
- Marketing
- Property
- Sport Management

### FURTHER STUDIES

Advanced studies through the Master of Research course are available to our high-achieving students. Information and details on how to apply for the Master of Research will be provided to you as you progress through your Bachelor degree, or you can find out more at [westernsydney.edu.au/research](http://westernsydney.edu.au/research)

### CAREER OPPORTUNITIES

For information on career opportunities for graduates of the Bachelor of Business (Advanced Business Leadership), refer to the majors you are interested in on pages 9 to 20.

# Bachelor of Accounting

RECOMMENDED SEQUENCE	
YEAR 1	Accounting Information for Managers Enterprise Law Principles of Economics Choose one of: Statistics for Business Introduction to Economic Methods  Financial Accounting Applications Corporate Financial Management Law of Business Organisations Management Accounting Fundamentals
YEAR 2	Intermediate Financial Accounting Contemporary Management Accounting Taxation Law And one elective  Accounting Information Systems Corporate Accounting Systems And two electives
YEAR 3	Advanced Accounting Auditing and Assurance Services And two electives  The Accountant as a Consultant And three electives

COURSE	CODE	CRICOS	INTAKE	LOCATION	DURATION	FEE
B Accounting	2783	087773B	February/ july	Bankstown Campbelltown Parramatta	3 years	\$23,560*

\*Indicative 2016 tuition fee shown in Australian dollars

Accounting knowledge is essential in business, as all managers and executives must understand the importance and significance of accounting reports. Professional accreditation adds to the value of the qualification. Financial planning as a profession is growing in importance and the added skills provided by the program complement the accounting core. Taxation knowledge is integral to both accounting and financial planning.

The Bachelor of Accounting at Western Sydney University is unique in its scope and coverage, offering a qualification in accounting and, in combination with available specialisations, in financial planning and taxation. The course satisfies the pre-admission educational requirements to CPA Australia (CPA), Chartered Accountants Australia and New Zealand, and the Institute of Public Accountants (IPA). In addition, by completing available specialisations within the program, students will be eligible to apply for membership of the Financial Planning Association (FPA) and to be considered for registration with the Tax Practitioners Board as a registered tax agent.

CPA, ICAA, IPA and FPA all have additional educational requirements for full membership, and those applying for membership must also complete relevant work experience. The Tax Practitioners Board has similar work experience requirements.

## PROFESSIONAL RECOGNITION

Applications are being made for accreditation with CPA, Chartered Accountants Australia and New Zealand, IPA and FPA.

## CORE UNITS AND ELECTIVES

Principles of Economics; Accounting Information for Managers; Introduction to Business Law; Statistics for Business; Financial Accounting Applications; Management Accounting Fundamentals; Corporate Financial Management; Intermediate Financial Accounting; Contemporary Management Accounting; Law of Business Organisations; Corporate Accounting Systems; Taxation Law; Accounting Information Systems; Advanced Accounting; Auditing and Assurance Services; and The Accountant as a Consultant, plus eight approved elective units.

**Financial Planning major:** Insurance Advising – Theory and Practice; Retirement and Succession Planning; Financial Principles of Economics; Introduction to Business Law; Law of Business Organisations; Taxation Law; Personal Asset Management.

**Taxation major:** Financial Services Law; Retirement and Succession Planning; Taxation Law; Insurance Advising - Theory and Practice; Personal Asset Management; Self-Managed Superannuation and Trusts; Advanced Taxation Law.

## CAREER OPPORTUNITIES:

Examples include employment in public practice, assisting clients by providing business, financial planning and taxation advice, auditing and assurance services, and consultancy work in areas such as financial planning, taxation and accounting. Graduates can also work as systems accountants, management accountants, auditors, or financial accountants and financial controllers in commercial enterprises, government and non-profit organisations.



# Bachelor of Business

COURSE	CODE	CRICOS	INTAKE	LOCATION	DURATION	FEE
B Business	2786	089205G	February/ July	Bankstown Campbelltown Parramatta	3 years	\$23,560*

\*Indicative 2016 tuition fee shown in Australian dollars

To succeed in business, individuals must possess both the knowledge and know-how to create opportunities for professional advancement and the development of original and exciting initiatives. This degree aims to harness your energy and passion for success by focusing on your career and the future of enterprises in a range of contexts.

Whether you wish to start your own business or pursue a corporate role in a global enterprise, this course provides the necessary skills to allow for adaptability, expertise and innovation. This degree will embrace your entrepreneurial spirit to enable you to kick-start your business career.

The course consists of four interdisciplinary core units to provide a foundation; four themed professional core units to focus your career; and an eight unit major to enrich and deepen your understanding of enterprise futures. Students may use their remaining eight units to undertake electives – this may include a second major.

## CORE UNITS

As business students, it is imperative to have a clear understanding of how enterprises operate. It is also essential to adopt specific numeracy, literacy, diagnostic and legal skills to enable industry analysis and effective decision-making. This course begins with four key areas of business basics: Financing Enterprises; Enterprise Innovation and Markets; Enterprise Leadership; and Enterprise Law. These units will provide the foundation knowledge for all Majors, as well as incorporating introductory academic tools to assist with ongoing study in the degree.

## PROFESSIONAL UNITS

As a future business owner or corporate leader, it is crucial that you focus on your own professional development. All students will undertake a professional stream of study that will improve your employability by developing your personal skills and an appreciation for the demands of the 'real world'.

There are three professional streams for students to choose from – each stream is organised around a broad theme: money (accounting, economics, applied finance, property); markets (marketing, international business, hospitality management, sport management) and management (human resource management, management). These units will enable individual career planning, innovation exploration, refined applied business techniques, and engagement in a capstone unit that explores enterprise futures in an applied and integrated model of learning specific to a professional discipline context.

## MAJORS

- Accounting
- Applied Finance
- Economics
- Property
- Hospitality Management
- International Business
- Marketing
- Sport Management
- Management
- Human Resource Management

## ELECTIVE UNITS

You may use elective units to complete an additional major or a major from another discipline area (see below), or from a wide range of units offered by the University.

Second majors from other disciplines\* to complement your primary Business major include:

Advertising; Business Regulation, Governance and Compliance; Cell and Molecular Biology; Global Climate Change; Environment and Sustainability; Health Management; Public Relations; Secondary Teaching; Sustainable Development; Tourism; Urban Studies.

\*refer to website for campus location of disciplines

## PRACTICAL EXPERIENCE

All our students are encouraged to independently gain practical experience in order to enhance their knowledge and skills in a variety of enterprise contexts. Our students also have the opportunity to take up paid and unpaid internships with industry and community organisations. Opportunities for overseas study tours and international internships are available. These practical experiences serve as an invaluable stepping-stone to future employment opportunities.

## FURTHER STUDIES

Advanced studies through the Master of Research course are available to our high-achieving students. Information and details on how to apply for the Master of Research will be provided to you as you progress through your Bachelor degree, or you can find out more at [westernsydney.edu.au/research](http://westernsydney.edu.au/research)

## PROFESSIONAL RECOGNITION

Professional recognition is associated with select disciplines in which you complete a major.

For more detailed information about the location, duration, professional recognition, career opportunities and practical experience for each major, refer to the following pages.

## Tiana Podinic

### BACHELOR OF BUSINESS (ABL) / BACHELOR OF LAWS

"Western Sydney University offers unique courses, but also provides opportunities for self-development. Aspects such as leadership, community engagement and contributing positively back to society are all explored through enriching programs like The Academy."

# Accounting Major

RECOMMENDED SEQUENCE	
YEAR 1	Financing Enterprises Enterprise Law Accounting Information for Managers Enterprise Innovation and Markets Plus one other unit  Enterprise Leadership Working in Professions Financial Accounting Applications Choose one of: Statistics for Business Introduction to Economic Methods
YEAR 2	Management Accounting Fundamentals Intermediate Financial Accounting And two electives This may include the two Accreditation elective units below Corporate Financial Management Law of Business Organisations  Corporate Accounting Systems Innovation, Enterprise and Society Accounting Information Systems And one elective This may include the Accreditation elective unit below Contemporary Management Accounting
YEAR 3	Auditing and Assurance Services And three electives This may include the Accreditation elective unit below Taxation Law  Advanced Accounting Enterprise Engaged Unit: The Accountant as a Consultant Two electives

## COURSE

B Business (Accounting)

## LOCATION

Bankstown

Campbelltown

Parramatta

Good accountants understand numbers. Great accountants understand how to think creatively, apply innovative solutions to everyday problems and develop trusting, long-lasting business relationships.

The Western Sydney University Accounting major teaches you to be a great accountant. This major offers a broad approach to provide you with an in-depth knowledge of accounting, supported by solid knowledge in relevant areas, such as law, economics, marketing, information systems, management, applied finance and statistics. We place particular emphasis on the development of the technical and personal skills you will need to have as a business and financial professional.

### CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (Accounting), you will be required to complete 24 units. All our students are required to complete the core units of the Bachelor of Business.

In addition to the core units referred to on page 10, as a part of the Accounting major that meets professional requirements, you will complete Financial Accounting Applications; Intermediate Financial Accounting; Corporate Accounting Systems; Advanced Accounting; Management Accounting Fundamentals; Contemporary Management Accounting; Accounting Information for Managers; The Accountant as a Consultant; Accounting Information Systems; Corporate Financial Management; Law of Business Organisations; Taxation Law; and Auditing and Assurance Services.

Students entering the program with advanced standing based upon prior studies must consult with an Academic Course Advisor for Accounting, as the requirements for membership of the Australian professional accounting bodies reduces the number of 'free' electives available.

There are four free electives within the Bachelor of Business Accounting major due to the four "professional" electives required for accreditation. The 'free' electives may be chosen from other courses offered by Western Sydney University. For detailed information about the course structure and units, visit [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

### CAREER OPPORTUNITIES

As an Accounting graduate, you can look forward to career opportunities in:

- private practice accounting
- business strategy and planning
- auditing
- taxation or insolvency
- treasury
- commerce
- financial accounting in industry or government
- forensic accounting
- management accounting
- financial services.

### PRACTICAL EXPERIENCE

While there is no formal requirement for our students to complete work experience as part of this degree, all our students are encouraged to independently gain work experience in order to enhance their skills. Work experience serves as a valuable stepping stone to future employment opportunities.

### PROFESSIONAL RECOGNITION

Depending on the electives you choose, this degree will satisfy the accreditation standards of the Institute of Public Accountants and the accreditation standards of CPA Australia and Chartered Accountants Australia and New Zealand for entry into their CPA and CA programs respectively. Students must consult with an Accounting Academic Course Advisor concerning advanced standing.



# Applied Finance Major

## RECOMMENDED SEQUENCE

YEAR 1	Enterprise Law Financing Enterprises Enterprise Innovation and Markets Financial Institutions and Markets Plus one other unit  Enterprise Leadership Corporate Financial Management Choose one of Introduction to Economic Methods Statistics for Business One elective
YEAR 2	Investment Management Working in Professions Two electives  Economic and Financial Modelling International Finance Two electives
YEAR 3	Bank Management Derivatives Innovation, Enterprise and Society One elective  Security Analysis and Business Valuation Enterprise Engaged Unit: Economics and Finance Engagement Project Two electives

## COURSE

B Business (Applied Finance)

## LOCATION

Parramatta

The world of finance is complex and dynamic. Finance is the study of financial markets, institutions and instruments. It requires people who not only understand the ways in which individuals, businesses and organisations raise, allocate and use monetary resources over time, but who can also competently consider the risks inherent in any project.

As you would expect, Applied Finance has a strong practical focus, which will equip you with real-life conceptual and professional skills.

You will develop a strong grasp of finance along with foundational studies in accounting, economics, commercial law, management and marketing. You will be able to adapt to dynamic environments, both globally and domestically.

## CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (Applied Finance), you will be required to complete 24 units. All students are required to complete the core units of the Bachelor of Business.

As a part of the Applied Finance major, you may complete units that include: Derivatives; Bank Management; Financial Institutions and Markets; Corporate Financial Management; Economic and Financial Modelling; International Finance; and Investment Management.

There are eight electives within the Bachelor of Business Applied Finance major. Electives may be chosen from other courses offered by Western Sydney University. For detailed information about the course structure and units, visit

[westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

## CAREER OPPORTUNITIES

In today's changing marketplace, the forces of deregulation, privatisation, globalisation and technological advances have created a wide variety of career opportunities in finance and investment.

As an Applied Finance graduate, you can look forward to career opportunities in:

- corporate finance (financial controllers or officers)
- strategic planning and project evaluation (takeovers, mergers, acquisitions and divestitures)
- money and capital markets (bonds, options, futures and swaps)
- financial services management (financial planners and personal financial consultants)
- treasury hedging
- equity analysis and trading
- credit analysis
- business brokerage
- investment advising
- retirement planning
- portfolio management
- public finance management in government departments.

## PRACTICAL EXPERIENCE

While there is no formal requirement for our students to complete work experience as part of this degree, all our students are encouraged to independently gain work experience in order to enhance their skills. Work experience serves as a valuable stepping stone to future employment opportunities.

## PROFESSIONAL RECOGNITION

Students who complete the Applied Finance major and are also employed in the financial services industry are eligible for associate membership of the Financial Services Institute of Australasia (FINSIA).

# Economics Major

<b>RECOMMENDED SEQUENCE</b>		<b>COURSE</b>	<b>LOCATION</b>
YEAR 1	Enterprise Law Enterprise Innovation and Markets Financing Enterprises Consumers, Firms and Markets Plus one other unit  The Australian Macroeconomy Enterprise Leadership Choose one of Statistics for Business Introduction to Economic Methods One elective	B Business (Economics)	Parramatta
YEAR 2	Cost Benefit Analysis Working in Professions Two electives  Economic and Financial Modelling Macroeconomic Measures and Models Two electives	<p>A major in Economics prepares you to be an active participant in addressing the wide range of problems faced by governments, social organisations and the business community in the domestic and international economies.</p> <p>The world's commercial and political systems affect the quality of life and standard of living of every single person on the planet. If you would like to play a part in the workings of these systems, and have an impact on their outcomes, a major in Economics is the ideal choice.</p> <p>At Western Sydney University the study of economics introduces our students to the application of economic analysis to issues affecting both the business sector and a range of government institutions. Our students learn how economies function and how public policy and the way organisations behave affects diverse social, economic and environmental problems.</p> <p>Also, you will be introduced to a wide array of competing economic theories, so that you are critically informed about the ways in which they can transform the world.</p> <p>Our students can expect to develop their analytical and problem-solving skills. For example, you will develop the capacity to apply modern statistical techniques, and also to critically examine issues from multiple theoretical perspectives.</p> <p>An Economics major is highly regarded in the business world and opens up a very large range of career prospects in general business, banking, finance and the public sector.</p>	<p>There are eight electives within the Bachelor of Business Economics major. Electives may be chosen from other courses offered by the Western Sydney University.</p> <p>For detailed information about the course structure and units, visit <a href="http://westernsydney.edu.au/courses/business">westernsydney.edu.au/courses/business</a></p>
YEAR 3	Globalisation and Sustainability Corporations, Economic Power and Policy Innovation, Enterprise and Society One elective  Growth, Cycles and Crises Enterprise Engaged Unit: Economics and Finance Engagement Project Two electives	<p>Also, you will be introduced to a wide array of competing economic theories, so that you are critically informed about the ways in which they can transform the world.</p> <p>Our students can expect to develop their analytical and problem-solving skills. For example, you will develop the capacity to apply modern statistical techniques, and also to critically examine issues from multiple theoretical perspectives.</p> <p>An Economics major is highly regarded in the business world and opens up a very large range of career prospects in general business, banking, finance and the public sector.</p>	<p><b>CAREER OPPORTUNITIES</b></p> <p>A number of our Honours graduates have succeeded in obtaining graduate positions with the Reserve Bank of Australia. As an Economics graduate, you will have the opportunity to pursue a range of different careers, including:</p> <ul style="list-style-type: none"> <li>→ economist</li> <li>→ economic advisor</li> <li>→ labour market economist</li> <li>→ cost-benefit analyst</li> <li>→ economic forecaster</li> <li>→ trade advisor</li> <li>→ market analyst</li> <li>→ economic policy analyst</li> <li>→ property consultant</li> <li>→ management professional in the private or public sector and in banking and insurance</li> <li>→ high-profile policy advisor to governments and private enterprise.</li> </ul> <p><b>PRACTICAL EXPERIENCE</b></p> <p>While there is an engagement unit involving real-world problems, all our students are encouraged to independently gain work experience in order to enhance practical skills and career prospects.</p>
		<p><b>CORE UNITS AND ELECTIVES</b></p> <p>To graduate with a Bachelor of Business (Economics), you will be required to complete 24 units. All students are required to complete the core units of the Bachelor of Business.</p> <p>As part of the Economics major, you may also complete units that include: Consumers, Firms and Markets; Cost Benefit Analysis; Macroeconomic Measures and Models; Growth, Cycles and Crises; Corporations, Economic Power and Policy; Economic Modelling; Globalisation and Sustainability; and The Australian Macroeconomy.</p>	

# Hospitality Management Major

## RECOMMENDED SEQUENCE

YEAR 1	Enterprise Innovation and Markets Enterprise Law Managing the Food and Beverage Experience Statistics for Business Plus one other unit
	Financing Enterprises Enterprise Leadership Managing the Accommodation Experience One elective
YEAR 2	The Service Enterprise Service Industry Studies Two electives
	Sport and Hospitality Event Management Hospitality Management Operations Design Thinking for Creativity One elective
YEAR 3	Managing Service and Experience Hospitality Industry Two electives
	Planning and Design of Hospitality Facilities Enterprise Engaged Unit: Hospitality Management Applied Project Two electives

## COURSE

B Business (Hospitality Management)

Effective hospitality is about managing the overall experience of the customer.

The Bachelor of Business Hospitality Management major will give you an excellent basis for a management career in the hospitality industry. This major provides you with a comprehensive understanding of hospitality and business management principles, combined with hands-on industry experience to fine-tune your skills.

The course develops a critical awareness and understanding of the social, cultural, environmental and economic factors that affect the hospitality industry. The results are efficient, creative and entrepreneurial managers who have a commitment to service excellence and the potential to establish careers in businesses such as hotels, restaurants, conference and event venues, resorts, the club industry and the cruise ship industry.

The Hospitality Management major will endow you with strong, real-life problem-solving capabilities, the ability to anticipate change and a commitment to lifelong personal development. These abilities are further enhanced during your third year, when you undertake research study tailored to your chosen career area.

## LOCATION

Parramatta

## CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (Hospitality Management), you will be required to complete 24 units. All students are required to complete the core units of the Bachelor of Business.

As a part of the Hospitality Management major, you may complete units that include: Managing the Food and Beverage Experience; Sport and Hospitality Event Management; Managing the Accommodation Experience; Managing Service and Experience; Hospitality Management Operations; Hospitality Industry; Service Industry Studies; and Planning and Design of Hospitality Facilities.

There are eight electives within the Bachelor of Business Hospitality Management major. Electives may be chosen from other courses offered by Western Sydney University and you might consider completing alternate Business, Language or Tourism units.

For detailed information about the course structure and units, visit [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

## CAREER OPPORTUNITIES

As a Hospitality Management graduate, you can look forward to career opportunities in areas as diverse as:

- management of accommodation, food and beverage, or leisure recreation enterprises
- convention and other events management
- tourism and service-oriented management.

## PRACTICAL EXPERIENCE

The Hospitality Management major includes a number of units that provide students with interaction with industry partners, which provides valuable insight and networking opportunities. This culminates in an engaged unit of study in the final semester, in which students work on an industry-based problem.



# Human Resource Management Major

## RECOMMENDED SEQUENCE

YEAR 1	Financing Enterprises Enterprise Leadership Enterprise Law Managing People at Work Plus one other unit  Enterprise Innovation and Markets Human Resource Development Management Analytics One elective
YEAR 2	Enterprise Industrial Relations International Human Resource Management And two electives  Reward and Performance Management Managing and Developing Careers Two electives
YEAR 3	People, Work and Society Negotiation, Bargaining and Advocacy Innovation and Professional Practice One elective  Human Resource and Industrial Relations Strategy Enterprise Engaged Unit: Processes and Evaluation in Employment Relations Two electives

## COURSE

B Business (Human Resource Management)

## LOCATION

Bankstown

Campbelltown

Parramatta

Only through effectively, equitably and efficiently managing its workforce can an organisation succeed. Contemporary organisations need professionals who can design and implement policies and programs that meet the objectives and strategies of employers and employees. Our Human Resource Management major will give you these abilities.

Following a foundation of general business study and skill development, the major embraces a required sequence that considers key functional areas of human resource management within a framework that recognises the demands of the contemporary labour market and business operating environment.

The Human Resource Management major will enable you to work in areas that focus on workforce planning and development; reward and performance management; equity and diversity management; agreement negotiation; dispute resolution; policy analysis; and industrial relations and advocacy.

## CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (Human Resource Management), you will be required to complete 24 units. All students are required to complete the core units of the Bachelor of Business.

As a part of the Human Resource Management major, you will complete the following units: Managing People at Work; Enterprise Industrial Relations; Human Resource Development; Reward and Performance Management; International Human Resource Management; Negotiation, Bargaining and Advocacy; Human Resource and Industrial Relations Strategy; and People, Work and Society.

There are eight electives within the Bachelor of Business Human Resource Management major. Electives may be chosen from units in other undergraduate courses offered by Western Sydney University or you may use these to undertake a second major

For detailed information about the course structure and units, visit [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

## PRACTICAL EXPERIENCE

While there is no formal requirement for our students to complete work experience as part of this degree, all our students are encouraged to independently gain work experience in order to enhance their skills. Work experience serves as a valuable stepping stone to future employment opportunities.

## PROFESSIONAL RECOGNITION

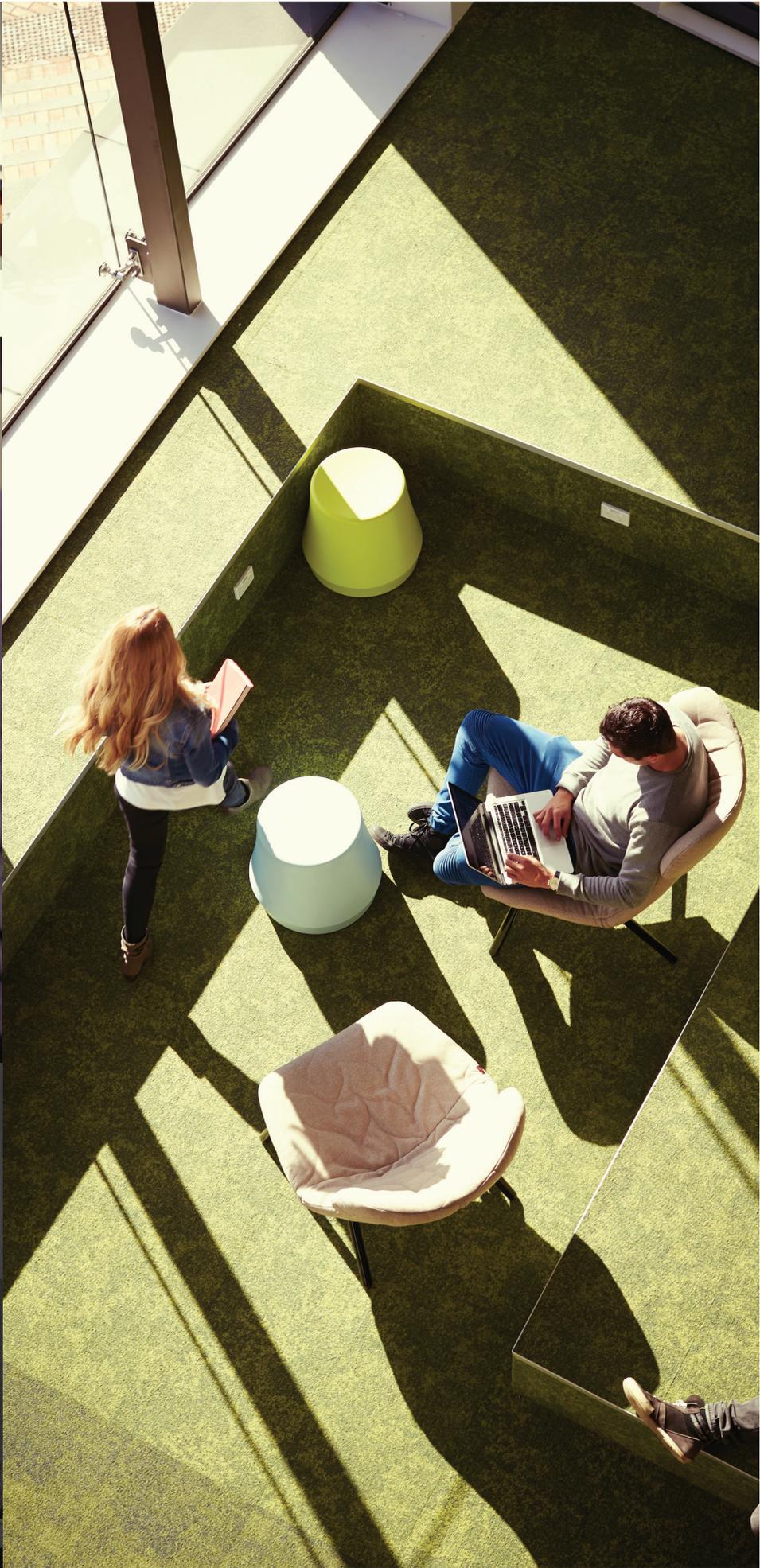
This major is accredited with the Australian Human Resources Institute (AHRI). AHRI is the premier professional association for employment relations professionals.

## CAREER OPPORTUNITIES

As a Human Resource Management graduate, you have a wide range of career options in both the public and private sectors, including roles such as:

- human resources manager
- learning and development manager
- people and culture analyst
- employment relations manager
- Workplace health and safety manager
- industrial advocate in public and private sector organisations and trade unions
- HR partner
- workforce planner.





# International Business Major

## RECOMMENDED SEQUENCE

YEAR 1	Enterprise Innovation and Markets Enterprise Law Introduction to International Business Statistics for Business Plus one other unit
	Financing Enterprises Enterprise Leadership Managing in the Global Environment One elective
YEAR 2	The Service Enterprise Globalisation and Sustainability Two electives
	Export Strategy and Applications The Markets of Asia Two electives
YEAR 3	International Marketing Design Thinking for Creativity Leadership and Entrepreneurship One elective
	International Business Strategy Enterprise Engaged Unit: International Business Project Two electives

## COURSE

B Business (International Business)

## LOCATION

Parramatta

The global economy is becoming increasingly important for organisations seeking out new opportunities to expand their customer base and develop partnerships. Managers who are well-versed in the needs of doing business internationally and who can exploit these opportunities will therefore play an integral role in any such corporation. On a solid foundation in domestic business education, this major builds upon the detailed knowledge of the international dimension of business and the necessary understanding of the workings of that market system.

## CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (International Business), you will be required to complete 24 units. All students are required to complete the core units of the Bachelor of Business.

As a part of the International Business majors you may complete units that include Introduction to International Business; International Marketing; Export Strategy and Applications; Globalisation and Sustainability; Managing in the Global Environment; International Business Strategy; Leadership and Entrepreneurship; and The Markets of Asia.

There are eight electives within the Bachelor of Business International Business major. Electives may be chosen from other courses offered by Western Sydney University.

For detailed information about the course structure and units, visit [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

## PRACTICAL EXPERIENCE

While there is an engagement unit involving real-world problem-solving, our students are encouraged to independently gain work experience in order to enhance their practical skills. This experience serves as a valuable stepping stone to future employment opportunities. Students should consider studying abroad for a semester as a way of enhancing their international perspective.

## CAREER OPPORTUNITIES

As an International Business graduate, you will have the skills and expertise you need to take your career around the globe. You may work in business, public service, trade organisations or education and research organisations in areas, such as:

- international marketing
- export and import
- multinational companies and their subsidiaries
- business management
- business research
- strategy and development.

# Management Major

## RECOMMENDED SEQUENCE

YEAR 1	Financing Enterprises Enterprise Leadership Enterprise Innovation and Markets Organisational Behaviour  Enterprise Law Management Analytics Managing in the Global Environment And one elective
YEAR 2	Business, Society and Policy Creating Change and Innovation Two electives  Managing Operations Organisational Learning and Development Managing and Developing Careers One elective
YEAR 3	Leadership and Entrepreneurship Innovation and Professional Practice Two electives  Strategic Management Enterprise Engaged Unit: Contemporary Management Issues Two electives

## Teagan Naidu

### BACHELOR OF BUSINESS (MANAGEMENT)/ BACHELOR OF LAWS

“University involves a lot of reading and study, but it’s rewarding. Achieving personal bests and seeing the success of your efforts is the best encouragement you can get, because you’re reaping the rewards of your own work.”



COURSE	LOCATION
B Business (Management)	Bankstown
	Campbelltown
	Parramatta

Few roles are more integral to business success than management. Regardless of your seniority, when you are a manager or leader, you are responsible and accountable for the performance of your team and its success. The Bachelor of Business with a major in Management will give you a clear, broad understanding of the full range of concepts and practices of management, combined with a sound knowledge of leadership in the functional areas of business.

This major will improve your decision-making skills, as well as the strategic competencies required for management in different sectors. It will equip you with critical analytical skills in areas such as managing across cultures and globally, designing organisational structures to improve performance, leading change and innovation and, developing strategic advantage in contemporary contexts.

## CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (Management), you will be required to complete 24 units. All students must complete the core units of the Bachelor of Business.

As a part of the Management major, you will study units that include: Leadership and Entrepreneurship; Creating Change and Innovation; Managing in the Global Environment; Organisational Learning and Development; Business, Society and Policy; Organisational Behaviour; Managing Operations; and Strategic Management.

There are eight electives in the Bachelor of Business Management major, and you may use these to undertake a second major.

For detailed information about the course structure and units, visit [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

## CAREER OPPORTUNITIES

Talented managers and leaders are always a valuable commodity in any organisation. As a Management graduate, you can look forward to a career in the private sector, including manufacturing and operations, retail and customer service, and financial, hospitality and other service industries, and in small, medium or large businesses. Careers are also available in Government and not-for-profit sectors. Depending on how you specialise within your degree, you may focus on a career in:

- global management and international business
- operations and logistics management
- human resource management
- retail and customer service management
- sports management
- marketing management
- hospitality management.

## PRACTICAL EXPERIENCE

While there is no formal requirement for our students to complete work experience as a part of this degree, all our students must complete an engagement unit which requires the completion of a practical industry project. Our students are also encouraged to independently gain work experience to enhance practical skills and future employment prospects.

# Marketing Major

RECOMMENDED SEQUENCE	
YEAR 1	Enterprise Innovation and Markets Enterprise Law Marketing Principles Statistics for Business  Financing Enterprises Enterprise Leadership Consumer Behaviour One elective
YEAR 2	The Service Enterprise Marketing Communications Two electives  Brand and Product Management Marketing Research Two electives
YEAR 3	Business to Business Marketing Design Thinking for Creativity International Marketing One elective  Strategic Marketing Management Enterprise Engaged Unit: Marketing Planning Project Two electives

## COURSE

B Business (Marketing)

## LOCATION

Bankstown

Campbelltown

Parramatta

The best product or service in the world will only sell if marketed intelligently, and that requires far more than just advertising. Marketing is a much larger, more comprehensive field, requiring a detailed understanding of customers, competitors and other stakeholders, as well as their influences, needs and strategies.

To succeed in marketing, you need a head for business and an understanding of people and management. The Bachelor of Business with a major in Marketing will give you exactly that. The course will provide you with a strong foundation in business, combined with an in-depth knowledge of marketing. You are also able to choose electives to suit your personal career goals. The course is aimed at producing graduates who are well-versed in the increasingly complex economic, social and technological forces affecting modern marketing.

## CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (Marketing), you will be required to complete 24 units. All students are required to complete the core units of the Bachelor of Business.

As a part of the Marketing major, you will complete: Consumer Behaviour; Marketing Research; Marketing Principles; Marketing Communications; Brand and Product Management; Strategic Marketing Management; Business to Business Marketing; International Marketing; and Marketing Planning Project.

There are eight electives within the Bachelor of Business Marketing major. Electives may be chosen from any undergraduate units offered by the Western Sydney University.

For detailed information about the course structure and units, visit [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

## PRACTICAL EXPERIENCE

While the degree includes a number of units involving real-world problems, all our students are encouraged to gain work experience independently during their studies to enhance their practical skills and career prospects.

## PROFESSIONAL RECOGNITION

Our students will have satisfied the educational requirements for recognition as a Certified Practising Marketer and may be eligible for membership of the Australian Marketing Institute and the Australian Market and Social Research Society (AMSRS). Our students are eligible for Student Membership to the AMSRS during their studies. Upon completion of their degree and with two years' industry experience, you will be eligible to apply for full membership.

## CAREER OPPORTUNITIES

Many employment opportunities for graduates are available in the private and government sectors, both domestically and internationally. As a Marketing graduate, you may be employed in:

- product and brand management
- advertising management
- market analysis
- market research
- marketing management
- marketing consultancy
- distribution and logistics management.

# Property Major

RECOMMENDED SEQUENCE	
YEAR 1	Enterprise Law Financing Enterprises Enterprise Leadership Introduction to Property  Enterprise Innovation and Markets Principles of Valuation Choose one of Statistics for Business Introduction to Economic Methods One elective
YEAR 2	Commercial Valuation Working in Professions Two electives This may include the accreditation elective unit below Building 1  Property Investment Property Portfolio Management Two electives
YEAR 3	Commercial Property Management Innovation, Enterprise and Society Property Development Process One elective This may include the Accreditation elective unit below Statutory Valuation  Property Finance Property Project Two elective units These may include the Accreditation elective unit below Specialised Valuation

## COURSE

B Business (Property)

## LOCATION

Parramatta

Western Sydney University has a history of over 30 years in delivering quality property education programs and preparing graduates for rewarding careers in the property industry. If property is your passion, the Bachelor of Business with a major in Property is the ideal springboard to a prosperous career. Our Property program delivers a unique combination of theory and real-world experience.

## CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (Property), you will be required to complete 24 units. All students are required to complete the core units of the Bachelor of Business.

As a part of the Property major you may complete units that include: Introduction to Property; Principles of Valuation; Commercial Valuation; Property Portfolio Management; Property Investment; Property Development Process; Commercial Property Management; Property Finance; and Property Project.

You are encouraged to complete specified units for accreditation with the Australian Property Institute. For information on the units required and more detailed information about the course structure, refer to [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

## PRACTICAL EXPERIENCE

A significant portion of the course is dedicated to practical experience in the form of field days, and practical valuation and investment assignments based on industry data and industry-standard property reports. All valuation units require you to actually value a residential, industrial, rural, commercial and specialist property, and to value a property for resumption purposes. Our students are also encouraged to participate in an industry-supported work experience program during vacation periods. Work experience employers include statutory authorities, banks, insurance companies, investment firms, and property and valuation firms.

## PROFESSIONAL RECOGNITION

This program satisfies the educational requirements of the Australian Property Institute for graduate membership. This can lead to gaining status as a Certified Practising Valuer, Certified Property Practitioner, Certified Property Manager, Certified Funds Manager, Certified Asset Manager, or Certified Development Practitioner. Successful graduates may also meet educational requirements for valuation registration by NSW Fair Trading. This course is currently going through the reaccreditation process via NSW Fair Trading.

## CAREER OPPORTUNITIES

The property industry is incredibly dynamic, providing a wide range of professional careers and the flexibility of changing career paths. As a Property graduate, you can look forward to career opportunities in:

- valuation
- property development
- property funds management
- corporate real estate
- property investment analysis
- investment banking
- commercial property sales and leasing
- property research
- commercial and retail property management.



# Sport Management Major

RECOMMENDED SEQUENCE	
YEAR 1	Enterprise Innovation and Markets Enterprise Law The World of Sport Management Statistics for Business  Financing Enterprises Enterprise Leadership Strategic Communication in Sport One elective
YEAR 2	The Service Enterprise Service Industry Studies Two electives  Sport and Hospitality Event Management Sport Management Internship Design Thinking for Creativity One elective
YEAR 3	Sports Management - Planning and Development Managing Service and Experience Two electives  Contemporary Issues in Sport Management Enterprise Engaged Unit: Sport Management Applied Project Two electives

## COURSE

B Business (Sport Management)

## LOCATION

Campbelltown

Parramatta

Although sport provides entertainment and excitement to millions around the world, it is important to remember that the sporting event itself is just the tip of the iceberg. Behind the scenes, there is an entire industry and, like any other industry, the sport industry needs first-class management.

The Bachelor of Business with a major in Sport Management combines management skills with a specific sport focus. This combination is rare in the market, and such skills are in high demand in the areas of event management, sport venue management, and the management of athletes and sporting teams.

The course provides a coherent, broad, business-based program, with advanced in-depth development of the functions required of a practising sport management professional. It also equips graduates with the skills, knowledge and attitudes to enhance, support and encourage healthy lifestyles through sport, including elite sport, rehabilitation or social activities. The course has been developed in close consultation with the industry's emerging professional association and is well suited to equip students with the real-life education required for them to contribute effectively to the development of a dynamic industry.

### CORE UNITS AND ELECTIVES

To graduate with a Bachelor of Business (Sport Management), you will be required to complete 24 units. All students are required to complete the core units of the Bachelor of Business.

As a part of the Sport Management major you may complete units that include: The World of Sport Management; Managing Service and Experience; Sport Management Internship; Strategic Communication in Sport Management; Sport and Hospitality Event Management; Service Industry Studies; Contemporary Issues in Sport Management; and Sport Management – Planning and Development.

There are eight electives within the Bachelor of Business Sport Management major.

Electives may be chosen from other courses offered by Western Sydney University.

For detailed information about the course structure and units, visit [westernsydney.edu.au/courses/business](http://westernsydney.edu.au/courses/business)

### PRACTICAL EXPERIENCE

The Sport Management major includes a number of units that provide students with interaction with industry partners, providing valuable insight and networking opportunities. This culminates in an engaged unit of study in the final semester of study, in which students work on an industry-based problem. All of our students are encouraged to independently gain work experience in order to enhance their practical skills and career prospects.

### CAREER OPPORTUNITIES

As a Sport Management graduate, you may find employment at all levels of government and community engagement, as well as within the private sector for both commercial and non-commercial organisations. Graduates with management skills are keenly sought, and those with knowledge specific to the sport arena are rare.

Opportunities exist to manage events, venues, organisations, teams and/or individuals.

# Double Degrees

COURSE	LOCATION
B Arts/B Business	Bankstown Parramatta
B Business /B Applied Leadership and Critical Thinking	Parramatta
B Communication (Advertising and Public Relations) / B Business	Parramatta
B Science/B Business	Campbelltown Parramatta
B Information and Communications Technology/B Business	Bankstown Campbelltown Parramatta
B Information and Communications Technology/ B Business (Accounting)	Campbelltown Parramatta
B Business /B Laws	Campbelltown Parramatta
B Business (Advanced Business Leadership)/B Laws	Parramatta
B International Studies/B Business	Bankstown Parramatta

Your study options at Western Sydney University are increasing. Now you can tailor your studies to your specific goals by combining more degrees. In 2016, the Bachelor of Business degree can be combined with:

- Bachelor of Applied Leadership and Critical Thinking
- Bachelor of Arts
- Bachelor of Communication
- Bachelor of Information and Communications Technology
- Bachelor of International Studies
- Bachelor of Laws
- Bachelor of Science.

Alternatively, you can combine your Bachelor of Business (Advanced Business Leadership) degree with the Bachelor of Laws.

For more detailed information about the course structure and units, visit [westernsydney.edu.au/courses](http://westernsydney.edu.au/courses)

For more information please call the Course Information Centre on **+61 2 9852 5499** or email [internationalstudy@westernsydney.edu.au](mailto:internationalstudy@westernsydney.edu.au)

## Jeremy Hardy

### BACHELOR OF BUSINESS (ADVANCED BUSINESS LEADERSHIP)/ BACHELOR OF LAWS

"I feel welcome and comfortable at Western Sydney. The students and teachers are very friendly and approachable. Also, the location means I don't have to spend long periods travelling to and from campus!"

# FEES AND COSTS

International students are required to have genuine access to sufficient funds while studying in Australia. Funds should be sufficient to contribute to the cost of tuition, travel, living costs and school costs of any dependants.

For more information visit [westernsydney.edu.au/international/fees](http://westernsydney.edu.au/international/fees)

EXPENSES PER TYPE	PER PERSON	AMOUNT REQUIRED IN AUD
Travel	Applicant	Return airfare to Australia
	Family members	One return air fare to Australia per person
Tuition	Applicant	Course fees - refer to the courses in this guide
	School-age children aged 5-18	Refer to <a href="http://internationalschool.edu.au/trp">internationalschool.edu.au/trp</a>
Living	Applicant	AUD \$25,000 per year
	Partner	AUD \$6,515 per year
	First child	AUD \$3,720 per year
	Second child	AUD \$2,790 per year

## APPLICANT CHECKLIST

# 1

### FIND OUT ABOUT OUR COURSES

- Read the information within this Guide
- Talk with education agents, your parents and teachers/mentors
- Refer to the Future Students site, visit [westernsydney.edu.au/future\\_students](http://westernsydney.edu.au/future_students)
- Check the entry requirements for courses, visit [westernsydney.edu.au/international/apply](http://westernsydney.edu.au/international/apply)

# 2

### TALK TO US

- Talk to an education agent, visit [westernsydney.edu.au/international/find\\_an\\_agent](http://westernsydney.edu.au/international/find_an_agent)
- Call the Course Information Centre on +612 9852 5499 or email [Internationalstudy@westernsydney.edu.au](mailto:Internationalstudy@westernsydney.edu.au)

# 3

### APPLY TO US

- Apply via an education agent or direct to the university, visit [westernsydney.edu.au/international/apply](http://westernsydney.edu.au/international/apply)
  - If you are an international student completing one of the following qualification in 2016, you must apply through UAC International:
    - an Australian Year 12 in or outside Australia
    - an International Baccalaureate
    - a New Zealand National Certificate of Educational Achievement (NCEA) Level 3
- Visit [uac.edu.au/international](http://uac.edu.au/international)

## PROVIDING OPPORTUNITIES THROUGH SCHOLARSHIPS

We believe in a world of unlimited opportunity for those with talent, drive, confidence and ambition.

At Western Sydney University, high-achieving international students have access to the Vice-Chancellor's Academic Excellence Undergraduate Scholarship.

### Vice-Chancellor's Academic Excellence Undergraduate Scholarship

- Will cover 50% of the cost of the annual tuition fee for a maximum three years.
- Applies to any undergraduate degree (except B Surgery, B Medicine).
- You must achieve a minimum ATAR of 90 or equivalent in higher secondary studies.
- You must provide a statement in support of your application indicating how you believe the scholarship will assist you with your studies and future career.

For more details on our scholarships, including the eligibility criteria and how to apply, refer to [westernsydney.edu.au/internationalscholarships](http://westernsydney.edu.au/internationalscholarships).



## FURTHER INFORMATION

For more information about studying at Western Sydney University, including course information, English language requirements, intakes, tuition fees, assessment methods, accommodation options, financial obligations and living in Australia, please visit [westernsydney.edu.au/international](http://westernsydney.edu.au/international)

If you have any questions about studying as an international student at Western Sydney University, call +61 2 9852 5499 or email [Internationalstudy@westernsydney.edu.au](mailto:Internationalstudy@westernsydney.edu.au)

## IMPORTANT DATES

### 2016

**February**  
12th  
International Orientation Day

22nd  
Autumn Session starts

**July**  
8th  
International Orientation Day

18th  
Spring Session starts

## GET CONNECTED

**Future students**  
[westernsydney.edu.au/future\\_students](http://westernsydney.edu.au/future_students)

**Facebook**  
[facebook.com/westernsydneyinternational](https://facebook.com/westernsydneyinternational)  
[facebook.com/westernsydneyu](https://facebook.com/westernsydneyu)

**Twitter**  
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**Instagram**  
#westernsydneyu

**Call**  
+61 2 9852 5499

**Email**  
[Internationalstudy@westernsydney.edu.au](mailto:Internationalstudy@westernsydney.edu.au)

#### DISCLAIMER

The University of Western Sydney, trading as Western Sydney University, reserves the right at all times to withdraw or vary courses listed within this publication. Variations may include but are not limited to location of its courses on the University's campuses or other locations. In the event that a course within this publication is to be changed or withdrawn, applicants will be advised by mail to the address specified by them on their application. In respect of course location change, students should be aware of the need to accommodate such changes for the whole or part of courses for which they enrol. The University also reserves the right to update, amend or replace online versions of this publication without notice.

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