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?
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

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.

COURSES

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<tr>
<th>COURSE</th>
<th>CODE</th>
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<th>DURATION</th>
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*Indicative 2016 tuition fee shown in Australian dollars

PROFESSIONAL RECOGNITION

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

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.

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

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.


- 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.
Bachelor of Business

**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.”

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<tr>
<th>COURSE</th>
<th>CODE</th>
<th>CRICOS</th>
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</table>

*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

**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.
Accounting Major

COURSE | LOCATION
-------|----------
B Business (Accounting) | Bankstown

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.

NEW 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; Management Accounting Fundamentals; Contemporary Management Accounting; Accounting Information for Managers; The Accountant as a Consultant; 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

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

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

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

RECOMMENDED SEQUENCE

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

YEAR 2
- Cost Benefit Analysis
- Working in Professions
- Two electives
- Economic and Financial Modelling
- Macroeconomic Measures and Models
- Two electives

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

COURSE
B Business (Economics)

LOCATION
Parramatta

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.

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.

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.

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.

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.

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.

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

For detailed information about the course structure and units, visit westernsydney.edu.au/courses/business

CAREER OPPORTUNITIES

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:

- economist
- economic advisor
- labour market economist
- cost-benefit analyst
- economic forecaster
- trade advisor
- market analyst
- economic policy analyst
- property consultant
- management professional in the private or public sector and in banking and insurance
- high-profile policy advisor to governments and private enterprise.

PRACTICAL EXPERIENCE

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.

CORE UNITS AND ELECTIVES

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.

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.
Hospitality Management Major

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.

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

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

**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

**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.

**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 |
**International Business Major**

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.

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**RECOMMENDED SEQUENCE**

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<td>International Business Strategy</td>
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<td>Two electives</td>
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</table>
Management Major

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

**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

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

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.

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
Property Major

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

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

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

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

<table>
<thead>
<tr>
<th>COURSE</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>B Arts/B Business</td>
<td>Bankstown</td>
</tr>
<tr>
<td>B Business /B Applied Leadership and Critical Thinking</td>
<td>Parramatta</td>
</tr>
<tr>
<td>B Communication (Advertising and Public Relations) / B Business</td>
<td>Parramatta</td>
</tr>
<tr>
<td>B Science/B Business</td>
<td>Campbelltown</td>
</tr>
<tr>
<td>B Information and Communications Technology/B Business</td>
<td>Bankstown</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
</tr>
<tr>
<td>B Information and Communications Technology/ B Business (Accounting)</td>
<td>Campbelltown</td>
</tr>
<tr>
<td></td>
<td>Parramatta</td>
</tr>
<tr>
<td>B Business /B Laws</td>
<td>Campbelltown</td>
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<tr>
<td></td>
<td>Parramatta</td>
</tr>
<tr>
<td>B Business (Advanced Business Leadership)/B Laws</td>
<td>Parramatta</td>
</tr>
<tr>
<td>B International Studies/B Business</td>
<td>Bankstown</td>
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<tr>
<td></td>
<td>Parramatta</td>
</tr>
</tbody>
</table>

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)

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**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

<table>
<thead>
<tr>
<th>EXPENSES PER TYPE</th>
<th>PER PERSON</th>
<th>AMOUNT REQUIRED IN AUD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td>Applicant</td>
<td>Return airfare to Australia</td>
</tr>
<tr>
<td></td>
<td>Family members</td>
<td>One return airfare to Australia per person</td>
</tr>
<tr>
<td>Tuition</td>
<td>Applicant</td>
<td>Course fees - refer to the courses in this guide</td>
</tr>
<tr>
<td></td>
<td>School-age children aged 5-18</td>
<td>Refer to international school.edu.au/trp</td>
</tr>
<tr>
<td>Living</td>
<td>Applicant</td>
<td>AUD $25,000 per year</td>
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<tr>
<td></td>
<td>Partner</td>
<td>AUD $6,515 per year</td>
</tr>
<tr>
<td></td>
<td>First child</td>
<td>AUD $3,720 per year</td>
</tr>
<tr>
<td></td>
<td>Second child</td>
<td>AUD $2,790 per year</td>
</tr>
</tbody>
</table>

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
   - Check the entry requirements for courses, visit westernsydney.edu.au/international/apply

2. TALK TO US
   - Talk to an education agent, visit westernsydney.edu.au/international/find_en_agent
   - Call the Course Information Centre on +61 2 9852 5499 or email Internationalstudy@westernsydney.edu.au

3. APPLY TO US
   - Apply via an education agent or direct to the university, visit westernsydney.edu.au/international/apply
   - If you are an international student completing one of the following qualifications 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
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.

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

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

IMPORTANT DATES

2016

February
12th
International Orientation Day

22nd
Autumn Session starts

July
6th
International Orientation Day

19th
Spring Session starts

GET CONNECTED

Future students
westernsydney.edu.au/future_students

Facebook
facebook.com/西部悉尼国际

Twitter
twitter.com/西部悉尼

Instagram
#西部悉尼

Call
+61 2 9852 5499

Email
internationalstudy@westernsydney.edu.au