WELCOME TO UTS: BUSINESS

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business.uts.edu.au
As the world changes, so must the way we do business. That is why UTS Business School is developing as a world-leading centre of business thought and practice. We are embracing integrative thinking, ethical decision-making and corporate sustainability as core curriculum design principles, while upholding our reputation for delivering degree programs that demonstrate the intellectual rigour, practical application of knowledge, and industry relevance for which we are renowned.

**WORLD CLASS**

UTS Business School is one of a select few business schools in the world accredited by AACSB International (The Association to Advance Collegiate Schools of Business). This accreditation represents the highest standard of achievement for business schools worldwide, meaning that you will graduate with an internationally recognised qualification.

With our global, practice-based learning model, UTS is a recognised leader in teaching and learning. In recognition of our world-class achievements across a broad range of areas, UTS Business School ranked in the top 150 for ‘Economics’ and ‘Accounting and Finance’ in the 2012/2013 QS World University rankings.

**WORLD-LEADING CAMPUS AND FACILITIES**

Our vision is to create a world-class interconnected campus – a place where students can study, socialise and connect. UTS Business School’s commitment to innovative teaching and learning is reflected in our state-of-the-art facilities. Our new learning spaces encourage collaboration and innovation in both formal and informal learning environments.

In 2014, UTS Business School will become home to Sydney’s newest iconic building. The Dr Chau Chak Wing Building will be the first in Australia designed by the visionary Frank Gehry, who conceptualised it as ‘a growing, learning organism with many branches of thought’.

**INTERNATIONAL OPPORTUNITIES**

UTS sends more students overseas than any other university in Australia.

The personal, social and professional development you gain through an international study experience will add excitement and value to your degree, and broaden your career options. You can study overseas as part of our global exchange program and our combined degrees with the Bachelor of Arts in International Studies gives you the opportunity to spend a year studying in another language overseas. Other opportunities for international engagement include our popular Beyond UTS International Leadership Development (BUiLD) program, which offers overseas volunteering and development opportunities.

**GRADUATE SUCCESS**

We have designed our curriculum to ensure you acquire the practical skills to effectively perform in the workplace and to move outside traditional professional boundaries, both locally and globally. Our graduates have a high rate of employment in Australia, and we attribute this to degrees that are tailored to suit industry needs and relevant professions’ requirements. We use real world case studies in teaching and assessments, foster practical skills and knowledge transfer, and draw on leading industry practitioners as guest speakers.
INTEGRATED LEARNING
UTS Business School provides integrative and practice-oriented business education. We know that some of the careers our students will undertake once they graduate haven’t even been created yet, which is why we have designed courses that don’t just teach out of a textbook but teaches you how to think critically and work in an integrated fashion to solve business problems. We believe that ethics and sustainability are an important part of the business world and we teach these elements across all of our disciplines.

PRACTICE-BASED DEGREES
Practical experience is one of the core tenets of teaching and learning throughout the university. At UTS Business School, we ensure you gain practical experience in every subject throughout the course of your degree. Each course is structured to ensure that relevant, practice-based assessment is conducted alongside theoretical learning and examination.

Each major in our Bachelor of Business involves completing a capstone subject, consisting primarily of an industry project. These subjects allow you to create work that is assessed at an industry level, and to contribute significant project outcomes to your professional portfolio.

SUSTAINABILITY
Business is under pressure to address the need for a more sustainable economy. Reflecting this need, UTS has developed a new approach to business education that recognises sustainability as a key business theme and integrates it throughout our undergraduate teaching program. Importantly, sustainability is contextualised so you develop the knowledge and critical thinking needed in a workplace increasingly shaped by resource constraints.
ETHICS
In an increasingly complex and internationally competitive business environment, ethics and the social responsibility of business have become central concerns for boards, chief executives, customers, suppliers, employees, the community and government. UTS Business School offers a leading edge Bachelor of Business program in which ethics is integrated throughout the curriculum to provide you with an understanding of the ethical responsibilities and challenges facing business today, so you are equipped to become the business leaders of tomorrow.

COMMUNICATION
In today’s global economy and ever expanding international markets, the need for effective and clear communication along with the desire to deliver clear meaning to all stakeholders both internal and external is paramount. The aim of the curriculum is to strive to develop and enhance clear, professional and meaningful communication in all its forms, which will help transcend the international boundaries of today’s marketplace.

CREATIVITY
Creativity, ingenuity and innovation are some of the essential components of today’s successful business leaders and business students. Introducing you to new strategies associated with problem solving, idea generation, product design, creativity and innovative thinking is at the core of our undergraduate teaching program.
CAREERS IN BUSINESS AND MANAGEMENT

WHAT WILL YOU GAIN WITH A DEGREE IN BUSINESS OR MANAGEMENT?

> transferable skills across all industries
> interesting, challenging work in a dynamic industry that’s constantly changing
> opportunity to work overseas – Business is a global industry
> the ability to think critically and work in an integrated fashion

THE BUSINESS INDUSTRY NEEDS PEOPLE WHO ARE...

> good communicators
> team players
> innovative
> willing to learn new things and adapt to an ever-changing environment
> motivated and results driven
> creative thinkers
> ethically and sustainably minded
> agile in making decisions across multiple disciplines

UTS: CAREERS

UTS Business School offers students extensive recruitment support through our Careers Services Unit. Services include:

> career counselling
> computerised career assessment programs to help you identify your career choices
> summer and other internship opportunities
> resumé checking, helping you present your best qualities and strengths
> career connect service, which creates employment and professional development opportunities
> workshops on a broad range of job-seeking skills, such as interview technique
> vacancy service for jobs on campus

For more information visit: www.ssu.uts.edu.au/careers/

CAMPUS RECRUITMENT ACTIVITIES

Campus recruitment activities aim to facilitate graduate recruitment between final-year students and employers. Each year, around 100 organisations participate in our annual Careers Fair looking to recruit final-year UTS students for graduate positions. All students are invited to attend the Careers Fair and final-year students are advised of participating organisations.

MAILE CARNEGIE

Bachelor of Business
Major: Marketing and Finance
UTS Business School Advisory Board
Managing Director, Procter & Gamble
Australia and New Zealand

“One of UTS Business School’s key strengths is its ability to consistently produce graduates who are able to tackle the business problems that are happening today.”
We understand that some of the top jobs in the future may not be in existence today. This is why we prepare you to think of new strategies associated with problem solving, idea generation, product design, creativity and innovative thinking to meet the challenges of the future. There are many different jobs available within the Business and Management sector – here is just a snapshot of some of the career options available.

### Accounting
- Accountant in professional practice, business or the public sector
- Auditor
- Business/finance analyst
- Tax consultant

### Economics
- Micro and macro economist in government and business settings
- Policy maker
- Policy advisor
- Journalist
- Labour, health, population, environmental and resource economist
- Data analyst/statistician
- Funds manager

### Finance
- Financial advisor
- Investment analyst
- Corporate financial consultant
- Banker
- Financial planner
- Fund administrator
- Banking consultant
- Pricing analyst

### Management
- Corporate advisor
- Destination manager
- Employee relations/recruitment officer
- Event manager
- Management consultant
- Manager in a wide spectrum of work environments in private industry, from small business to large corporations, public and government sectors and academia

### Marketing
- Advertising manager
- Brand manager
- Market researcher
- Marketing consultant
- Product manager
- Marketing coordinator
- Public relations officer

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**Dane Fazakerley**

Bachelor of Business  
**Majors: Marketing and Human Resource Management**

“Unlike many other business schools, UTS Business School lets you choose your majors in your second year of study so you can ‘get a taste’ for all aspects of business in your first year and then decide what area you would like to pursue for a career.”
# UTS: BUSINESS COURSES

<table>
<thead>
<tr>
<th>COURSE NAME</th>
<th>2013 ATAR</th>
<th>DURATION</th>
<th>DESCRIPTION</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business</td>
<td>91.00</td>
<td>3 years full time</td>
<td>This course provides you with a sound background in all areas of business through a common set of core subjects in addition to in-depth knowledge in one or more chosen areas of specialisation. A Bachelor of Business equips you with the knowledge, competencies and values necessary to develop creative, critical, analytical and evaluative skills essential for a successful and rewarding career in business.</td>
<td>7</td>
</tr>
<tr>
<td>City campus (full time)</td>
<td>90.00</td>
<td>3 years full time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City campus (part time)</td>
<td>80.00</td>
<td>3 years full time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kuring-gai (full time)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Management in Events and Leisure</td>
<td>77.00</td>
<td>3 years full time</td>
<td>This industry-focused degree develops graduates who exhibit the theoretical knowledge and professional skills relevant to the organisation, research, planning, administration, marketing and equitable distribution of events and leisure services. This course also includes compulsory industry work placements, with subjects directly linked to a variety of industry and occupational settings to ensure you get hands-on experience.</td>
<td>16</td>
</tr>
<tr>
<td>Bachelor of Management in Tourism</td>
<td>70.25</td>
<td>3 years full time</td>
<td>This degree provides you with a strong understanding of the distinctive features of tourism and the tourism industry, with the knowledge and range of skills that provide the flexibility to manage effectively in an environment of significant growth and change. The course also develops your understanding of tourism as an increasingly important social phenomenon, the society in which tourism takes place, the relationship of tourism to sustainability and the role of the different tourism industry sectors.</td>
<td>18</td>
</tr>
<tr>
<td>Bachelor of Management in Tourism and Hospitality</td>
<td>N/A</td>
<td>1.5 years full time</td>
<td>This course is a pathway program developed in conjunction with TAFE NSW. It explores the collaborative linkages and networks that are an integral part of the tourism industry and which need to be managed so that a hospitality organisation achieves its stated objectives. This degree broadens your understanding of the hospitality sector’s role in tourism and highlights tourism-related environmental factors that influence and are affected by hospitality operations.</td>
<td>20</td>
</tr>
<tr>
<td>Bachelor of Accounting</td>
<td>N/A</td>
<td>3 years full time</td>
<td>This course is a co-operative education program in accounting. An intensive degree offered in conjunction with major employers, it allows you to complete a compulsory major in accounting and receive a full scholarship as well as full time industry experience. This is a scholarship degree for current school leavers. Special application and selection procedures apply.</td>
<td>22</td>
</tr>
</tbody>
</table>
Bachelor of Business

KEY INFORMATION

2013 ATAR:
City campus – 91.00 (full time)
City campus – 90.00 (part time)
Kuring-gai campus* – 80.00

Duration:
3 years (full time)
6 years (part time)

Location:
City campus,
Kuring-gai campus,
Lindfield

UAC Code:
601030 City (full time),
601035 City (part time),
601045 Kuring-gai (full time)

CRICOS Code:
006487A (City)
067092D (Kuring-gai)

Combine this degree with:
International Studies, Law, IT,
Engineering, Medical Science, Science,
Biotechnology, see pages 24-26

Related degree
Bachelor of Mathematics and Finance

Assumed Year 12 Studies:
Any 2 units of Mathematics and any 2
units of English

Bonus Points: Available – See page 33

How to apply: See page 31

Honours: See page 28

Professional Recognition:
See individual majors for professional
recognition

* Classes currently taught at the Kuring-gai campus will
be transferred to the UTS City Campus, commencing
from first semester in 2016.

COURSE DESCRIPTION

The Bachelor of Business offers you a
sound background in all areas of business
through common core subjects, plus in-
depth knowledge in one or more chosen
areas of interest. With an extensive
range of majors, extended majors,
sub-majors, and electives, you have the
flexibility to build on your interests and add
specialisations.

WHY CHOOSE THIS COURSE?

This degree gives you a solid
understanding of the fundamentals of
business as well as the opportunity to apply
this knowledge to practical, real world case
studies, thus increasing career options and
value to future employers.

> Have the flexibility to select your course
structure and major after your first year.
This means you have the opportunity
to use first year to explore all areas
of business and ultimately guide your
chosen specialisation in years 2 and 3.

> Choose from 13 majors and 34 sub
majors, as well as 4 extended majors,
meaning you have the flexibility to study
a broad range of specialisations; or do
an in-depth study of a specialisation of
your choosing.

> Complete a capstone subject in each
business major at the end of your
degree. This subject enables you to
consolidate the knowledge and skills
acquired throughout your studies by
applying them in a real-life project or
business problem.

> NEW! Undertake a ‘Business Internship’
elective subject. Commencing in 2013,
the internship subject will give you the
opportunity to complete 30 days of
approved work experience in an industry
setting relevant to your major. UTS
academic staff will help you to formulate
a work program with the workplace
provider to put theory into practice
and extend your learning beyond the
classroom and gain meaningful and
practical experience. Places are limited.

INTEGRATING BUSINESS PERSPECTIVES

A compulsory first year subject, IBP has
been developed in response to calls from
industry wanting graduates with a thorough
understanding of how different business
elements work together. Through IBP, you
will get a taste of the different disciplines
in the business degree by studying a
bit of everything – finance, economics,
accounting, marketing, management – as
well as gaining a strong understanding of
how each of these key components work
together. This provides an understanding
of business in the real world, and forms the
basis for all future business subjects.

BIANCA AZZOPARDI
Bachelor of Business
Majors: Human Resource Management, Business Law

“IBP not only developed an understanding of ethics and
sustainability and its upcoming prominence in the business
world but furthermore, inspired us to start thinking about
how we as future business men and women could contribute
to such initiatives. IBP paved the way for an ethical and
sustainable way of thought that I believe will stick with us
throughout not only our studies but our future careers.”
The Bachelor of Business degree allows you to choose from 5 course structures (see table, right). Rather than choosing a specialisation/major upon entry into the course, this degree allows you to complete a year’s worth of core subjects in your first year of study before selecting a specialisation for subsequent years. You can then choose to study one of the following options: a second major; two sub-majors; one sub-major with a range of elective subjects; or undertake an extended major in economics, finance, marketing or management.

**CORE SUBJECTS**
In first year, all students undertake 8 compulsory core subjects that provide a thorough grounding for a career in business.
> Integrating Business Perspectives
> Accounting for Business Decisions A
> Economics for Business
> Business Statistics
> Accounting for Business Decisions B
> Managing People and Organisations
> Marketing Foundations
> Fundamentals of Business Finance

These first year subjects will ultimately guide you in your specialisation choice in years two and three of the degree.

**MAJORS**
> Accounting
> Economics
> Finance
> Financial Services
> Human Resources Management
> International Business
> Management
> Marketing
> Marketing Communication

**SECOND MAJOR**
Students wishing to complete a second major can choose from the majors listed above as well as the following:
> Business Law
> Information Technology
> Sport Management
> Tourism Management

**EXTENDED MAJORS**
This degree also offers the options of completing an extended major, meaning students can also choose to complete an in-depth study of the following:
> Extended Economics
> Extended Finance
> Extended Marketing
> Extended Management
The Bachelor of Business structure

<table>
<thead>
<tr>
<th></th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester 1</strong></td>
<td>Accounting for Business Decisions A</td>
<td>Major Subject 1</td>
<td>Major Subject 5</td>
</tr>
<tr>
<td></td>
<td>Managing People and Organisations</td>
<td>Major Subject 2</td>
<td>Major Subject 6</td>
</tr>
<tr>
<td></td>
<td>Economics for Business</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td></td>
<td>Marketing Foundations</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td><strong>Semester 2</strong></td>
<td>Accounting for Business Decisions B</td>
<td>Major Subject 3</td>
<td>Major Subject 7</td>
</tr>
<tr>
<td></td>
<td>Fundamentals of Business Finance</td>
<td>Major Subject 4</td>
<td>Major Subject 8</td>
</tr>
<tr>
<td></td>
<td>Business Statistics</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td></td>
<td>Integrating Business Perspectives</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
</tbody>
</table>

5 options to finish your degree

<table>
<thead>
<tr>
<th>OPTION 1</th>
<th>OPTION 2</th>
<th>OPTION 3</th>
<th>OPTION 4</th>
<th>OPTION 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Major (8 subjects)</td>
<td>2 Sub-majors (4 subjects each)</td>
<td>1 Sub-major (4 subjects) and 4 Elective subjects</td>
<td>Extended Major (4 additional subjects) and 1 Sub-major (4 subjects)</td>
<td>Extended Major (4 additional subjects) and 4 Elective subjects</td>
</tr>
</tbody>
</table>

**SUB MAJORS**
The following sub-majors are also available, allowing students to complete 4 subjects in the below areas:

- Advanced Advertising
- Advertising
- Business Information Systems
- Business Law
- Econometrics
- Economics
- Event Management
- Finance
- Financial Planning
- Financial Reporting
- Financial Services
- Human Resource Development
- Human Resource Management
- Information Technology
- International Accounting
- International Business Studies
- International Management
- International Studies
- Language other than English
- Management
- Management Consulting
- Management Reporting
- Marketing
- Marketing Research
- Mathematics
- Public Relations
- Quantitative Management
- Small Business Accounting
- Specialist Country Studies
- Sport Management
- Statistics
- Strategic Marketing
- Taxation Law
- Tourism Management

**ELECTIVES**
Students also have the option to choose to study 4 elective subjects in this degree. Students can choose electives from almost any area of the university.

Note: A normal full time study load is four subjects per semester. Your study plan may differ if you do less subjects per semester or if you undertake summer school subjects. The table is indicative only.
ACCOUNTING

Accounting deals with the evaluation and analysis of the financial operations of businesses and organisations, and translating this knowledge into understandable and demonstrable results. It provides the rules and foundations for the monetary measurement and representation of all business activities.

ACCOUNTING MAJOR – SUBJECT LIST

> Accounting for Business Combinations
> Cost Management Systems
> Accounting Standards and Regulations
> Applied Company Law
> Assurance Services and Audit
> Taxation Law
> Management Decisions and Control
> Financial Statement Analysis (Capstone)

PROFESSIONAL BODIES & ASSOCIATIONS

We are an accredited tertiary course of the Institute of Chartered Accountants of Australia, Chartered Practicing Accountants of Australia and the Chartered Institute of Management Accountants.

CAREER OPTIONS

Graduate positions: Payroll Officer, Commercial Analyst, Services Accountant, Tax Accountant, Accounts Officer, Analyst

Career progression: Financial Controller, Senior Accountant, Business Manager, Chief Financial Officer (CFO), Finance Manager, Senior Tax Specialist

ECONOMICS

The study of economics provides you with a greater understanding of how people, businesses and governments make decisions based on their economic environment. Many current issues discussed in public forums and of concern to business are economic in nature.

Economics seeks to understand these issues by developing a systematic approach to analysing resource allocation, price determination, income distribution, economic growth and the welfare consequences of economic policies. Studying economics gives you the skills and knowledge you need to understand the world around you and contribute to change.

ECONOMICS MAJOR – SUBJECT LIST

> Economics for Business 2
> Intermediate Microeconomics
> Intermediate Macroeconomics
> Introductory Econometrics
> The Global Economy (Capstone)

Select 3 subjects from the following options:

> Labour Economics
> Public Economics
> Economics of Money and Finance
> Economic Growth and Development
> Economics of the Environment
> Alternative Perspectives in Contemporary Economics
> Mathematics for Economics and Business
> Applied Microeconometrics
> Game Theory
> Industrial Organisation
> Economics of Law

CAREER OPTIONS

Graduate positions: Member of Economic Consulting Team, Data Analyst, Statistician, Economic Markets Report Writer, Policy Analyst, Market Analyst/Researcher, Economist in a variety of sectors

FINANCE
Finance investigates topics such as investment strategies and analysis, and deals with the way funds are gathered and distributed to best benefit corporations and individuals. At UTS Business School, you will be provided with strong intellectual training in the foundation techniques of the finance discipline, enabling you to understand finance, to think critically and creatively about financial problems and to adapt to the rapidly changing financial environment.

FINANCE MAJOR – SUBJECT LIST
> The Financial System
> Quantitative Business Analysis
> Investment Analysis
> Corporate Finance: Theory and Practice
> Corporate Financial Analysis (Capstone)

Select 3 subjects from the following options:
> International Financial Management
> Issues in Corporate Finance
> Ethics in Finance
> Economics and Finance of the Life Cycle
> Derivative Securities
> Commercial Bank Management
> Wealth Management
> Behavioural Finance
> Applied Portfolio Management
> Time Series Econometrics
> Investment Banking
> Economics for Business 2

PROFESSIONAL BODIES & ASSOCIATIONS
Our undergraduate Finance major has Certified Financial Analyst Program Partner status.

Graduates of this major may seek membership of the Financial Services Institute of Australasia.

CAREER OPTIONS

Career progression: Treasury Manager, Risk Manager, Hedge Fund Manager, Superannuation Fund Manager, Stockbroker, Equity Research Analysis

FINANCIAL SERVICES
The operation of the financial services sector is critical to the operation of the economy and an understanding of how financial information is generated and used, together with how the financial markets operate. This major familiarises you with the financial sector while developing foundation skills in both accounting and finance. The subjects in this major provide you with essential professional skills in how to prepare financial reports, how to use financial information, and how the financial system operates.

FINANCIAL SERVICES MAJOR – SUBJECT LIST
> The Financial System
> Accounting for Business Combinations
> Quantitative Business Analysis
> Investment Analysis
> Accounting Standards and Regulations
> Taxation Law
> Corporate Finance: Theory and Practice
> Financial Statement Analysis (Capstone)

CAREER OPTIONS
Graduate positions: Payments Analyst, Corporate / Private Superannuation Consultant, Financial Planner, Fund Administrator, Banking Consultant, Pricing Analyst

Career progression: Chief Financial Officer (CFO), Mobile Lending Manager, Account Manager, Compliance Manager, Corporate Advisor, Operations Manager

CHRISTIAN MCMAHON
Bachelor of Business Majors: Finance and Accounting

“At UTS Business School, you don’t just learn how business operates, you learn how business and business practices are likely to adapt and evolve in this rapidly changing world.”

“I’ve always had an interest in numbers so learning how to value companies, assets and financial instruments like shares and bonds really appealed to me. The lecturers are really passionate about business and create the ideal learning environment for students like me who share that passion. UTS Business School is less traditional than other business schools, focusing more on the future of business. It also does more than churn out work-ready graduates, it aims to provide you with the depth of understanding that allows you to develop your own insights – I know this will give me a head start when I graduate.”
CHRIS JONES
Bachelor of Business Majors: International Business and Marketing

“UTS is a practical, young and lively university – there is really no other choice.”

“I came out of high school knowing that I was business-minded but not actually sure what I wanted to do. The flexibility of the degree enabled me to see that I preferred the Marketing and International side of business. One of the highlights of my degree was presenting to company executives and winning a prize for our work! It was great to see that what we were being taught was so highly regarded in the industry.”

HUMAN RESOURCE MANAGEMENT

Human Resource Management (HRM) enables you to acquire knowledge of the theoretical bases of Human Resources and employment relations, as well as developing understandings and competencies associated with the practice of management. The major also provides you with foundation knowledge in HRM frameworks, both in Australia and internationally, as well as an understanding of the broader context in which organisations operate.

HUMAN RESOURCE MANAGEMENT MAJOR – SUBJECT LIST

> Human Resource Management
> Managing Strategic Performance
> Strategic Human Resource Management
> Managing Employee Relations
> Management Skills
> The Global Context of Management
> Understanding Organisations: Theory and Practice
> Human Resource Management (Capstone)

PROFESSIONAL BODIES & ASSOCIATIONS

The Human Resource Management major is accredited by Australian Human Resources Institute, the professional association for human resource professionals.

CAREER OPTIONS

Graduate positions: Human Resources Officer, Payroll Consultant, Recruitment Consultant, Safety Officer, Employee Relations Coordinator

Career progression: Corporate Advisor, Human Resources Manager, Human Resources Business Partner, Trades and Labour Manager, Work Health and Safety Manager, Account Manager

INTERNATIONAL BUSINESS

The International Business major is aimed at expanding your knowledge of the global economy and the challenges faced by international business. It draws upon the globalisation of markets, production processes and customers and the growing importance of international operations to most businesses.

INTERNATIONAL BUSINESS MAJOR – SUBJECT LIST

> The Global Context of Management
> Transnational Management
> International Business Capstone
> International Accounting
> International Marketing
> Global Operations and Supply Chain Management

Select 2 subjects from the following options:

> Management Skills
> Asian-Australian Economics Relations
> Accounting for Overseas Transactions
> Labour and Industry in the Global Context
> International Management Field Study*
> International Business Transactions and the Law
> Strategy: Theory and Practice

CAREER OPTIONS

Due to the nature of international business, careers in this area are extremely varied. Graduates can be found in nearly every industry including public, private and government sectors, with opportunities in international trade administration, corporate/government relations, business intelligence, foreign affairs, international marketing, import/export, international banking, travel and tourism, international freight, economic development, insurance, foreign exchange, mergers and acquisitions, international aid and logistics management.

* Involves overseas travel and incurs expenses in addition to the subject fee. VISA restrictions may apply to some students depending upon the country visited.
MANAGEMENT
Management focuses on the need for responsibility, reflexivity and accountability in leadership and organisational roles, and develops confidence and competence in your field. Leadership excellence is fundamental to improving the performance of our organisations and the quality of people’s working lives, and we provide you with the knowledge and skills to understand management at a world-class level.

MANAGEMENT MAJOR – SUBJECT LIST
> The Global Context of Management
> Understanding Organisations: Theory and Practice
> Global Operations and Supply Chain Management
> Management Skills
> Business Ethics and Sustainability
> Management Capstone

Select 2 subjects from the following options:
> Transnational Management
> Innovation and Entrepreneurship
> Management Consulting
> International Management Field Study*
> Strategy: Theory and Practice
> Human Resource Management

CAREER OPTIONS
Graduate positions: Supply Chain Management Assistant, Program Coordinator, Property Management Assistant, Business Analyst

Career progression: Management Business Analyst, Compliance Executive, Chief Executive Officer (CEO), Operations Leader, General Manager, Chief Operating Officer (COO), Management and Change Consultant

MARKETING
Marketing focuses on understanding the wants and needs of individual and business consumers/markets and developing strategies, products, solutions and ways to communicate and deliver those offers to those markets. It is vital to organisations because the better they understand their consumers’ wants and needs, the better they can satisfy them, which is the key to being more successful than competitors in any market. This means a marketing skill-set is one of the key attributes that employers look for in university graduates, because the knowledge and skills are completely transferable to any industry sector or market, for any product or service.

MARKETING MAJOR – SUBJECT LIST
> Consumer Behaviour
> Marketing Research
> Integrated Marketing Communications
> Marketing Planning and Strategy
> Applied Project in Marketing (Capstone)

Select 3 subjects from the following options:
> Marketing Channels
> New Product Marketing
> Pricing Strategies and Tactics
> Business-to-Business Marketing
> Marketing Analytics and Decisions
> International Marketing
> Services Marketing
> Emerging Marketing Issues and Social Media

PROFESSIONAL RECOGNITION
Graduates who complete the Marketing major are eligible to apply for Associate Membership of the Australian Marketing Institute – the professional body for marketers.

CAREER OPTIONS
Graduate positions: Marketing Analyst, Marketing Coordinator, Sales & Marketing Assistant, Insight Analyst, Social Media Advisor, Events Coordinator

Career progression: Marketing Manager, Brand Manager, Service Experience and Quality Manager, Marketing Director, Marketing Executive, Product Manager

LUKE HARTIN
Bachelor of Business Majors: Marketing and Management Retail Marketing Coordinator, Hyundai.

“UTS Business School offered the best subjects, a convenient location and an entrée into the business world.”

“When I commenced my graduate role with Hyundai, I was confident UTS Business School had equipped me with the practical skills required for my new job from day one. To date, the subjects I chose have proven to be extremely relevant to my day-to-day work.

“I started studying at the age of 24, which is a little later than the average student. I found the UTS:Insearch program to be a fantastic alternate pathway into uni. The Insearch courses were a good refresher of academic skills I hadn’t used for some time. UTS has given me some of the greatest memories of my life!”

* Involves overseas travel and incurs expenses in addition to the subject fee. VISA restrictions may apply to some students depending upon the country visited.
I’m really happy I chose Business as my core degree because it is giving me such a great range of skills that I’ll be able to transfer to the business world when I graduate. The campus is very tech savvy. There are pods, meeting rooms and open spaces to collaborate in. All of our group assignments are focused on real campaigns. So, not only do you gain experience working on real life business campaigns, if they like your ideas, you may end up working for the company you’re doing an assignment on! The academics at UTS are truly inspirational – I’m following advertising as a career because of my tutor. I’m now working full-time and doing part-time university at night. UTS is so flexible!”

“I had the greatest tutor in Advertising. Every aspect of the subject was so much fun, I was actually hanging to go to class and learn more!”

MELISSA IRWIN
Bachelor of Business
Major: Marketing Communication
Sub-Major: Public Relations

MARKETING COMMUNICATION

The Marketing Communication major helps you to understand the frameworks and practices of marketing communication in order to enable you to plan and manage advertising/promotional campaigns and to evaluate their effectiveness through market research. You will develop hands-on experience in applying the principles and best practices that underlie contemporary advertising and other forms of marketing communication.

MARKETING COMMUNICATION MAJOR – SUBJECT LIST

> Consumer Behaviour
> Advertising Practice
> Integrated Marketing Communications
> Marketing Research
> Media Planning
> Advertising Research
> Advertising Strategies
> Applied Project in Marketing Communication (Capstone)

CAREER OPTIONS

Graduate positions: Advertising Officer, Marketing Analyst, Marketing and Communications Coordinator, Sales & Marketing Assistant, Insight Analyst, Social Media Advisor, Events Coordinator, Public Relations Coordinator, Communications Officer

Career progression: Communications Advisor, Marketing Communications Specialist, Marketing Manager, Public Relations Manager, Brand Manager, Service Experience and Quality Manager, Marketing Director, Marketing Executive, Product Manager, Advertising Executive

INFORMATION TECHNOLOGY (SECOND MAJOR)

This major provides you with the foundations of business systems analysis plus the opportunity to explore in more detail either the technical or management aspects of IT. Students completing this major are able to take an active part in the design of quite complex business information systems.

INFORMATION TECHNOLOGY – SUBJECT LIST

> Database Principles
> Introduction to Information Systems
> Programming Fundamentals
> Business Requirements Modelling
> Networking Essentials

Select 3 subjects from the following options:

> Web Systems
> Information System Development Methodologies
> Collaborative Business Processes
> Business Process and IT Strategy
> Innovations for Global Relationship Management
> Networked Enterprise Architecture
> Systems Testing and Quality Management
> Applications Programming
> Data Structures and Algorithms
> Software Engineering Practice
> Interface Design
> Web Services Development
> Software Architecture
> Database Programming
> Routing and Internetworks
> Network Security

CAREER OPTIONS

Graduate positions: Web Designer, Information Management Specialist, Business Analyst, Software Developer, Programmer, Data Analyst

Career progression: Systems Manager, Information Technology Manager, Business Process Modeller, Applications Architect
BUSINESS LAW (SECOND MAJOR)

This major introduces you to legal issues that impact upon the business sector. Business Law builds on introductory law subjects that will assist you in a future business career.

BUSINESS LAW – SUBJECT LIST

Select 1 option from the following 2 streams:

1. Law for Business
   > Introduction to Law
   > Industrial and Labour Law
   > Applied Company Law
   > Advanced Commercial Law
   > Competition and Consumer Law

Plus 3 subjects from the following options:

> Intellectual Property Commercialisation
> Marketing Law
> Banking Law
> Taxation Law
> Corporate Environmental Responsibility
> International Aspects of Australian Taxation Law
> GST and other Indirect Taxes
> Estate Planning (UG)
> Retirement Planning (UG)
> Insolvency Administration
> International Business Transactions and the Law
> Advanced Taxation Law

2. Foundations of Law

> Legal Method and Research
> Contracts
> Torts
> Real Property
> Commercial Law

Plus 2 subjects from the following options:

> Sports Law
> Deceptive Trade Practices and Product Liability
> Environmental Law
> Competition Law
> Insolvency
> Revenue Law
> Banking Law
> Intellectual Property: Law and Policy

CAREER OPTIONS

Business Law plays an integral role in a wide range of fields, including banking, business and global commerce. This major provides a versatile educational background that can be applied to numerous careers.

SPORT MANAGEMENT (SECOND MAJOR)

Develop an understanding of management and marketing theory and practice within the increasingly dynamic and specialist contexts in which sport is played, organised and managed. This major is designed to provide you with specific training in sport management including sport marketing, sport law, event and facility management, as well as providing the theoretical knowledge required to understand the changing nature of the Australian and global sport environment.

SPORT MANAGEMENT – SUBJECT LIST

> The Sport Industry
> Sport Marketing
> Sport Management
> Sport in the Global Marketplace
> Current Issues in Sport Business
> Professional Internship (Capstone)

Select 2 subjects from the following options:

> Olympic Games and Mega Events
> Event Management
> Law for Leisure, Sport and Tourism
> Sport and Exercise Psychology
> Strategic Management in Leisure, Sport and Tourism Organisations
> Venue Management

CAREER OPTIONS

Graduate positions: Sports Administrator, Health and Fitness Coordinator, Sport and Recreation Supervisor, Recreation Facilities Coordinator

Career progression: Sport Team Manager, Sports Centre Manager, Program Development Manager, Director of Sport & Athletic Development, Health Club & Services Manager, Fitness Club Manager, General Manager

TOURISM MANAGEMENT (SECOND MAJOR)

The Tourism Management major explores the phenomenon of tourism and the functioning of the tourism industry in-depth. It examines the two-way relationship that exists between tourism and its socio-cultural, economic, technological, political, legal and physical environments. Elective choices allow you to develop a comprehensive understanding of management, marketing and planning theory and practice within the context of specific tourism industry sectors.

TOURISM MANAGEMENT – SUBJECT LIST

> Dimensions of Tourism
> The Tourist Experience
> Critical Issues in Global Tourism
> The Tourism Business
> Planning for Sustainable Destinations
> Professional Internship (Capstone)

Select 2 subjects from the following options:

> Strategic Management in Leisure, Sport and Tourism Organisations
> Tourism Marketing
> Airlines and Transportation Management
> Tourism and Sustainability
> e-Marketing and Management of Services
> Hotel Management
> Tour Operator and Wholesaling Management
> Sport Tourism
> Event Management

CAREER OPTIONS

Graduate positions: Travel Consultant, Tourism Marketing Coordinator, Events Coordinator, Planning and Development Coordinator, Customer Service Officer

Career progression: Tourist Attraction Manager, Tour Wholesaling and Operations Manager, Marketing Director, Leisure Manager, Customer Service Manager, Sales Manager
Bachelor of Management in Events and Leisure

COURSE DESCRIPTION
The Bachelor of Management in Events and Leisure provides you with the knowledge and professional skills necessary to operate within the event and leisure industry. The Bachelor of Management in Events and Leisure examines the ways in which sporting, recreational, touristic, entertainment and arts events are produced and used in the commercial, public and not-for-profit sectors to satisfy the community’s need for economic development, social interaction and promotion of causes and charities as well as city imaging and experienced marketing.

WHY CHOOSE THIS COURSE
Professional tertiary qualifications are sought after in most events and leisure related jobs. Graduates of this degree are equipped with the knowledge and professional skills necessary to operate within the leisure industry.

CAREER OPTIONS
Choose from a variety of careers including:
> event coordinator/manager
> meetings planner
> entertainment, venue or facility manager
> festival organiser
> leisure and recreation planner
> marketing manager for arts, leisure and events organisations
> sponsorship manager
> tourist attraction manager
> travel consultant
> marketing analyst
> research officer in the airline, cruising, destination, tour wholesaler, hotel management area
> property and tourist attraction manager

KEY INFORMATION
2013 ATAR: 77.00
Duration: 3 years (full time)
Location: Kuring-gai campus, Lindfield*
UAC Code: 601065
CRICOS Code: 008759K

Combine this degree with:
Bachelor of Arts in International Studies, see page 26

Assumed Year 12 Studies:
Any 2 units of Mathematics and any 2 units of English

Bonus Points: Available- See page 33
How to apply: See page 31
Honours: See page 28

*Classes will be transferred to the UTS: City Campus, commencing from first semester in 2016.
## COURSE STRUCTURE

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<th>Year 1</th>
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<td>Economics for Business</td>
<td>Accounting for Business Decisions A</td>
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<td></td>
<td>Marketing Foundations</td>
<td>Event Management</td>
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<td>Event &amp; Leisure Industries</td>
<td>Managing People &amp; Organisations</td>
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<td>Sociocultural Concepts for Leisure, Sport &amp; Tourism</td>
<td>Diversity Management</td>
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<td>Year 2</td>
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<td>Research Foundations for Leisure, Sport &amp; Tourism</td>
<td>Professional Internship [Capstone]</td>
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<td>Arts &amp; Entertainment Industries</td>
<td>Law for Leisure Sport &amp; Tourism</td>
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<td>Event Impacts &amp; Legacies</td>
<td>Government &amp; Policy for Leisure, Sport &amp; Tourism</td>
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<td>Elective 1</td>
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<td>Year 3</td>
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<tr>
<td></td>
<td>Venue Management</td>
<td>Industry Project 2</td>
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<td></td>
<td>Strategic Management in Leisure, Sport &amp; Tourism Organisations</td>
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<td>Industry Project 1</td>
<td>Creating Event Experiences</td>
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<td>Elective 3</td>
<td>Elective 4</td>
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### JESSICA FULLER
Bachelor of Management in Events and Leisure

“The practical skills learnt during my internship have been truly invaluable. These are skills I know will translate to the ‘real world’ because that’s where I got them!”

“UTS Business School offers the most reputable events management course in Sydney. Students can pursue their interests in a variety of related fields rather than undertake a generic business degree. By studying at UTS, I’ve come to realise just how many different types of career opportunities are out there, and the various sectors offering careers in event management. My internship has been one of the most memorable experiences to date – not only did I get to put what I’d learnt in the classroom into practice but the events and marketing agency where I undertook my internship offered me a part time job. Now, only two years into my degree, I’m already working in my chosen field.”
Bachelor of Management in Tourism

**KEY INFORMATION**

2013 ATAR: 70.25  
Duration: 3 years (full time)  
Location: Kuring-gai campus, Lindfield*  
UAC Code: 601085  
CRICOS Code: 000383B  

Recommended Year 12 Studies: Any 2 units of English  
Combine this degree with: Bachelor of Arts in International Studies, see page 26  
Bonus Points: Available. See page 33  
How to Apply: See page 31  
Honours: See page 28  

*Classes will be transferred to the UTS: City Campus, commencing from first semester in 2016.

**COURSE DESCRIPTION**

The Bachelor of Management in Tourism provides you with a strong understanding of the distinctive features of tourism and the tourism industry, with the knowledge and range of skills that provide the flexibility to manage effectively in an environment of significant growth and change. The degree also develops your understanding of tourism as an increasingly important social and economic phenomenon, in order to foster a critical approach to this field of study.

**WHY CHOOSE THIS COURSE**

This degree takes a broad approach to studying tourism. All industry sectors are covered and the degree focuses on professional skills in tourism including strategic management, marketing, research and policy, preparing you to work in the dynamic field of tourism.

**CAREER OPTIONS**

The tourism industry both in Australia and overseas offers a variety of career opportunities including:

> tourism attraction manager  
> positions with airlines and other providers of tourism transport  
> researcher  
> policy maker  
> conference manager  
> property and tourist developer  
> marketing manager  
> tour wholesaling manager
## COURSE STRUCTURE

### Year 1

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<td>Dimensions of Tourism</td>
<td>The Tourism Business</td>
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<td>Sociocultural Concepts for Leisure, Sport &amp; Tourism</td>
<td>Tourism &amp; Sustainability</td>
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### Year 2

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<tr>
<td>The Tourist Experience</td>
<td>Law for Leisure Sport &amp; Tourism</td>
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<tr>
<td>Research Foundations for Leisure, Sport &amp; Tourism</td>
<td>Professional Internship (Capstone)</td>
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<tr>
<td>Tourism Marketing</td>
<td>Government and Policy for Leisure, Sport &amp; Tourism</td>
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<tr>
<td>Elective 1</td>
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### Year 3

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<td>Strategic Management in Leisure, Sport &amp; Tourism Organisations</td>
<td>Critical Issues in Global Tourism</td>
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<tr>
<td>Planning for Sustainable Destinations</td>
<td>Industry Project 2</td>
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<td>Elective 3</td>
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**BELINDA THOMAS**<br>
Bachelor of Management in Tourism  
Marketing Services Executive, Hong Kong Tourism Board.

“The final year industry project was my favourite. It gave me the opportunity to work with a real business and opened the door to my first full-time position in tourism.”

“I transferred from another university after one semester because the degree offered by UTS Business School really appealed to me. Unlike most tourism courses, the UTS course includes subjects like accounting and economics and I was looking for something more substantial – something that would prepare me for a career in management but still let me flex my creative muscles. My lecturers were all very approachable and supportive. So were my group work peers. As challenging as group work can be, it is very rewarding – there’s a real sense of shared achievement when you get your results, and it is great preparation for corporate life where diplomacy, cooperation, professionalism and teamwork are paramount.”
The Bachelor of Management in Tourism and Hospitality develops an understanding of tourist behaviour and the impact which tourism has on the environment, economy and society. You will acquire professional skills in the strategic planning, management and marketing of tourism firms, destination and events. You also have the opportunity to pursue your specific interests in hospitality and tourism through a choice of assignments.

Hospitality management skills gained from the TAFE Advanced Diploma or other UTS recognised Hospitality qualifications will be enhanced by an in-depth understanding of tourism. Since hospitality firms function effectively only by collaborating with other types of tourism firms, this knowledge gives you increased opportunities for career development and progression. Such inter-firm collaboration is the hallmark of successful tourism operations and development.

The tourism industry in Australia and overseas is growing rapidly and becoming more professional. Consequently, careers in tourism and hospitality require a wide range of operational and management skills and knowledge, as well as an understanding of the pivotal role that hospitality firms play in the tourist experience. Graduates from this course will find a wide range of career opportunities including:

> hotel and resort manager
> research and policy developer
> destination manager
> marketing analyst
> tour operator
> travel consultant
> research officer in the airline, cruising, destination, tour wholesaler, hotel management area
> sales representative in any sector of the tourism and hospitality industry leading on to area, regional, state or national sales manager
## COURSE STRUCTURE

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### Year 2

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<td>Economics for Business</td>
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Bachelor of Accounting

KEY INFORMATION

2013 ATAR: N/A Admission via interview
Duration: 3 years (full time)
Location: City campus
UAC Code: 601010
CRICOS Code: 040685A

Recommended Year 12 Studies: Mathematics and any 2 units of English
Bonus Points: Not available
How to Apply: See page 31
Professional Recognition: CPA, CIMA, ICAA.
Honours: See page 28

COURSE DESCRIPTION

The Bachelor of Accounting is a cooperative education program in accounting. It is an intensive degree offered in conjunction with major employers. Students complete a compulsory first major in accounting and receive a scholarship and full-time work training.

WHY CHOOSE THIS COURSE

This degree is a specialist degree for high-achieving students who see an accounting career as an excellent foundation for future business leadership. All students undertaking this program receive a co-op scholarship up to $46,500 over three years, a year of full-time work training and are also encouraged to complete a second major or sub-major in another business discipline. The Bachelor of Accounting program continues to maintain a 95% graduate employment rate.

CAREER OPTIONS

Career options include:
> Accountant
> Auditor
> Business Analyst
> Investment Manager
> Management Accountant
> Taxation Adviser

Experienced accountants are highly sought after in consulting, government, information systems and marketing.

WHO SHOULD APPLY

If you are a high-achieving school-leaver and believe you could be one of Australia’s future business leaders, then the Bachelor of Accounting cooperative education scholarship program has been designed for you. The $1.7 million sponsorship support that the program currently attracts from industry every year is testament to its outstanding quality.
Round 1 Applications Close: 7 June 2013
Round 2 Applications Close: 25 October 2013

For comprehensive information about the Bachelor of Accounting program, contact:
Office of Cooperative Education in the Accounting Discipline Group
Tel: (02) 9514 3579
Fax: (02) 9281 9257
Email: coop.ed@uts.edu.au
Web: www.business.uts.edu.au/bacc

ERIN LEUNG
Bachelor of Accounting
Sub-Major: International Business

“The major aspect for me in choosing UTS Business School was the flexibility in the Business degree, with the large variety of subjects to learn in order to tailor to individual student’s interest in the business field. Also, the university’s high reputation among many industry leaders and its connection to many companies stood out as a factor definitely worth considering when thinking about career prospects in the business industry.

“The Bachelor of Accounting integrates additional experiences to the Bachelor of Business degree. The tight-knit group of students is definitely one of the key aspects to making the degree more rewarding, as you form a strong support network whether it be for study or practical work. The networking events also provide a huge range of opportunities in gaining skills that may not be taught in a classroom. The amount of skills you are able to develop, both on the practical and theoretical aspect of the degree gives you a head start among the many students studying in business.”
COURSE INFORMATION

COURSE STRUCTURE

CORE SUBJECTS
9 subjects (54 credit points)

COMPULSORY ACCOUNTING MAJOR
8 subjects (48 credit points)

2ND MAJOR
8 subjects (48 credit points)

OR

TWO SUB-MAJORS
4+4 subjects (48 credit points)

OR

SUB-MAJOR + ELECTIVES
4+4 subjects (48 credit points)

INDUSTRY SPONSORS

Ernst & Young
PwC
Macquarie
Brookfield Multiplex
Commonwealth Bank
Axiom Forensic
Ernst & Young
Westpac
Allianz
Brambles
Lion
Perpetual
EMI Network
KordaMentha
Nab
Johnson & Johnson Pacific
TNT
Deloitte
Dexus
Yahoo!
Lend Lease
Unilever
KPMG
Dell
AMP Capital
Coca-Cola Amatil
COMBINED DEGREES

Combine your Bachelor degree at UTS Business School with degrees in other UTS faculties and expand your career options.

BACHELOR OF BUSINESS, BACHELOR OF ARTS IN INTERNATIONAL STUDIES

2013 ATAR (City): 93.65
2013 ATAR (Kuring-gai): 84.15
Duration: 5 years (full time)

This degree integrates the study of business with a major in the language and culture of another country. Students select from a choice of 12 countries and spend their fourth year of study at an international university. Career options include positions in any branch of business or commerce, as well as management of private and public sector enterprises, ranging from start-ups to large multinational enterprises. Career options are enhanced by international experience, ensuring graduates are more marketable to prospective employers, in Australia and around the world. See page 28 for more information.

BACHELOR OF BUSINESS, BACHELOR OF LAWS

2013 ATAR: 97.20
Duration: 5 years (full time)

One of our most popular combined degrees, the Bachelor of Business, Bachelor of Laws combines a foundational understanding of Law and the building blocks of Business with a choice of business majors providing real world experience to ensure students are work-ready upon graduation.

This degree satisfies the academic requirements for admission as a legal practitioner in New South Wales. Students wishing to obtain full recognition as graduate lawyers have the option of completing the Practical Legal Training program.

Students are provided with the knowledge, competencies and values necessary to develop critical, analytical and evaluative skills essential for a dynamic and rewarding career in business and law.

BACHELOR OF BUSINESS, BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

2013 ATAR: 86.25
Duration: 4 years (full time)

This combined degree provides a solid grounding in core subjects across all major areas of Business and Information Technology. Students also choose one major from both Business and IT in order to gain a specialisation.

The two areas are interdependent and business knowledge is an increasingly important tool for IT professionals to have as it enables them to understand how IT fits into a successful business strategy.

The Bachelor of Business offers a variety of majors (refer to pages 10-13). The Bachelor of Science in IT offers 4 majors:

> Business Information Systems Management
> Enterprise Systems Development
> Internetworking and Applications
> Computing and Data Analytics

This degree leads to a wide array of career opportunities and students are equally equipped to become professionals in either Business or IT.

BACHELOR OF ENGINEERING, BACHELOR OF BUSINESS

2013 ATAR: 86.00
Duration: 5 years (full time)

This combined degree allows students to complete the core and major components of both the Engineering and Business degrees, producing engineers with skills in the commercialisation of technology innovation and business graduates with professional level competency in technology use.

Students learn how Engineering and Business interrelate, how to manage technology and innovation, and how to commercialise engineering innovations. For graduates choosing to practise as engineers, the business knowledge gained in this degree will prove invaluable in entrepreneurial initiatives and the commercialisation of engineering innovations.
This combined degree is designed to produce graduates who are prepared for scientific practice or business and management in technical, financial, regulatory, environmental, health or biomedical oriented businesses, industries or government departments. Students choose one of 10 specialised science majors according to their preference. Students also have a choice of major study in the business stream.

Demand is growing for graduates who are able to cross the divide between science and business. This course teaches the practical skills and knowledge that employers demand, both in science and business related fields.

**SHIRLEY DONG**

Bachelor of Business, Bachelor of Laws

“UTS is a cultural melting pot. I’ve met many inspirational and unique students – personalities such as the Australian Youth Ambassador to the United Nations.”

“I knew UTS was the ideal university for me after attending Open Day. Everyone I met at UTS was intelligent yet approachable. There is a real sense of camaraderie here. Being surrounded by capable and engaging peers, and learning from academics respected in their fields has enriched my experience and helped me excel – even in areas that I used to find intimidating. When I started Business Statistics for instance, I was convinced I had no aptitude for mathematics and expected to feel out of my depth. But in time, and thanks to the wonderful support network at UTS, I grew to actually enjoy the subject, so much so that I am now majoring in Accounting.”
INTERNATIONAL STUDIES AND EXCHANGE

BUSINESS & INTERNATIONAL STUDIES

BACHELOR OF BUSINESS, BACHELOR OF ARTS IN INTERNATIONAL STUDIES

2013 ATAR (City): 93.65
2013 ATAR (Kuring-gai): 84.15
Duration: 5 years (full time)

BACHELOR OF MANAGEMENT IN EVENTS AND LEISURE, BACHELOR OF ARTS IN INTERNATIONAL STUDIES

2013 ATAR: 87.15
Duration: 5 years (full time)

BACHELOR OF MANAGEMENT IN TOURISM, BACHELOR OF ARTS IN INTERNATIONAL STUDIES

2013 ATAR: 82.85
Duration: 5 years (full time)

The combined Bachelor of Business, Bachelor of Management in Events and Leisure, Bachelor of Management in Tourism, with the Bachelor of Arts in International Studies offers a unique opportunity to study business whilst immersing yourself in another language and culture. This combined degree program was the first of its kind in Australia and is now well established, offering a comprehensive and balanced program of study. Your fourth year is spent living and studying overseas in a language other than English at one of our partner universities.

In the International Studies program, you can focus on one of the following countries or majors: Argentina, Canada (Québec), Chile, China, Columbia, France, Germany, Italy, Japan, Latino USA, Mexico, Spain or Switzerland.

Before you go overseas, you study the language and culture of your chosen country for two years at UTS. UTS will pay for the costs of tuition at your host university and your travel between Sydney and the host institution. Living costs for the period of in-country study will need to be paid for by you.

This experience is highly valued by employers working in a global workplace. What’s more you’ll have had a great time too!

More information on the program can be found at: www.internationalstudies.uts.edu.au

GLOBAL EXCHANGE

UTS Business School recognises the importance of global exchange in a student’s academic life. The Business School is committed to supporting students who wish to go on exchange in order to gain an international perspective on global business methods and practices.

Students can experience the culture and language of another country whilst completing subjects that can be credited to their UTS degree. This includes opportunities to study in English (and start to learn another language) in a country where English is not the first language.

UTS has arrangements with over 130 partner universities around the world including: Austria, Canada, China, Chile, Colombia, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, Ireland (Eire), Italy, India, Japan, Malaysia, Mexico, the Netherlands, the Philippines, Singapore, South Korea, Spain, Sweden, Switzerland, Thailand, the UK and the USA.

How it Works

Whilst overseas, students undertake the equivalent of a UTS full-time study load. For more information visit: www.uts.edu.au/international

Requirements

Students must have completed all of their business core subjects and demonstrate sound academic performance.

Costs

It is estimated that one semester of study will cost around $10,000* depending on the country of study. This includes airfare, accommodation and general living expenses. Students pay the normal services and fees and HECS/upfront charges to UTS.

Scholarships, Grants and Loans

UTS Business School offers up to 10 grants each year to the value of AUD $500 each. Other UTS scholarships, grants and OS-Help (Commonwealth Government) loans are also available for eligible students undertaking one or two semesters of overseas study. For information about how you can register to attend an information session and learn about Global Exchange, visit: www.uts.edu.au/international

Contact information

UTS Haymarket Student Centre
Building 5, Block C, Level 1
Quay Street, Haymarket NSW 2000
Tel: 1300 ASK UTS (1300 275 887)
Local students email: business@uts.edu.au

UTS Kuring-gai Student Centre
Building 5 (near main entrance)
Eton Rd, Lindfield NSW 2070
Tel: 1300 ASK UTS (1300 275 887)
Local students email: business@uts.edu.au

*Costing based on approximate cost for a local student.
"I chose UTS above other universities because the course at UTS was a combined 5 year course, including a compulsory year overseas. I really wanted to get some international experience as part of my studies, providing a platform to either work abroad or at home for an international company."

"UTS also provided a more practical and structured course, with the added benefit of being in the city, so I could schedule classes in the evening and work during the day. The teaching staff and the style of teaching was very practical, relevant and provided me with the tools to be ready to get out into the workforce. Studying abroad in Germany was the best year of my life and opened my eyes to so many possibilities for the future. It also helped me get a job with a German company upon completion, giving me the chance to work abroad for a few years and build up some work experience internationally."

DENI JAKIMOVSKI
Bachelor of Business, Bachelor of Arts in International Studies
HONOURS IN BUSINESS AND MANAGEMENT

A UTS Business School degree is regarded as one of the best undergraduate degrees in Australia. There are four specialist degrees in the Honours program, each with specialised streams and highly regarded by industry. These degrees have historically produced graduates with exceptionally high rates of employment and high starting salaries.

UTS: Business School students are given the opportunity to undertake further study to gain their Honours degree, which means you will study with an elite peer group. Class sizes are kept small, usually under 10 students per class, featuring many lecturers at the forefront of internationally significant research.

An Honours year opens up many career paths. What you learn during your Honours degree won’t just help you get the graduate job you want, it will also challenge your pre-conceptions about your own abilities and strengthen your ‘soft skills’ that prove valuable in your career.

Honours is sometimes exhausting, often challenging but always exhilarating.

Our graduates almost unanimously agree that undertaking Honours at UTS Business School is one of the highlights of the 16+ years they have spent in the education system.

COURSE DESCRIPTIONS

Bachelor of Business (Honours)

This course provides an opportunity for advanced study in the disciplinary areas of accounting, finance, economics, management or marketing. The degree seeks to provide students with advanced knowledge, competencies and values necessary for a fulfilling and effective career.

Bachelor of Management (Honours) in Events and Leisure

This course aims to develop, at an advanced undergraduate level, knowledge of leisure management through research; facilitate the completion of a substantive research thesis which focuses on theory, applied/professional issues or some combination of these; provide a direct pathway to graduate-level study; and make contributions to knowledge in the field of leisure management.

Bachelor of Management (Honours) in Tourism

This course aims to develop, at an advanced undergraduate level, knowledge of tourism management through research; facilitate the completion of a substantive research thesis which focuses on theory, applied/professional issues or some combination of these; provide a direct pathway to graduate-level study; and make contributions to knowledge in the field of tourism management.

Bachelor of Accounting (Honours)

This course provides an opportunity for advanced study within the discipline area of accounting. The degree provides the ideal foundation for students who plan to pursue a challenging career in applied research in business and related professions, or who plan to undertake doctoral research in accounting.

WHY CHOOSE HONOURS

The Honours degree provides the ideal foundation for students who plan to pursue a career in applied research in business and related professions or who plan to undertake Doctoral research studies.

CAREER OPTIONS

Career options include accounting, economics, finance, financial services, human resource management, international business, management, marketing, marketing communication, leisure, events, tourism and government advisory positions.
“If you had told me on my first day at UTS that this is where I would be, I wouldn’t have believed it.”

“At the end of my honours degree I had a much clearer understanding of what I really wanted to do and what my strengths and weaknesses were.

“I also had the opportunity to work closely with organisations who were part of my research. Through my role as a researcher I gained a really privileged understanding of these organisations. At the end of the honours I was offered a role with one of these organisations. And because I got such a good result in my honours degree I was successful in gaining a scholarship for my PhD.”

ALANA THOMSON
Bachelor of Management (Honours) in Events and Leisure

4 subjects (24 credit-points)

COURSE WORK

SUBJECTS

THESIS

4 subjects (24 credit-points)
FEES, SCHOLARSHIPS & FINANCIAL ASSISTANCE

TUITION FEES

Local students
Most local students will be studying in a Commonwealth Supported Place which means the Australian Government makes a contribution to the cost of your study while you pay a student contribution.

If eligible, you can elect to pay your student contribution upfront and receive a 10% discount. Alternatively, you can defer payment of your student contribution using HECS-HELP.

Students are also required to pay a Student Services and Amenities Fee. This fee funds services and amenities at UTS such as the social and cultural clubs, services for developing students study skills, UTS Union food, beverage and retail outlets (including a 10% discount for students), the free legal services centre for students, and the second-hand bookstore. If you’re an Australian citizen or on a humanitarian visa, this fee may be deferred through a new government loan scheme called SA-HELP.

For more information see: www.fees.uts.edu.au

International students
Please note this guide is not intended for international students. For information on fees for international students visit: www.uts.edu.au/international

SCHOLARSHIPS

UTS Business School offer a range of scholarships to high achieving students and to assist those students in need of financial assistance.

UTS BUSINESS SCHOOL SCHOLARSHIPS
UTS Business School recognises outstanding student achievements through various scholarships, which are awarded each year. These include:

UTS Business School Dean’s Scholarship
Scholarships are awarded on academic merit to students entering a Bachelor of Business at UTS.
Value: $30,000 (recipient will receive $5,000 per semester for three years only)

Bachelor of Accounting Scholarship
Scholarships are awarded on academic merit and an interview to eligible students.
Value: Up to $46,500

UTS Business School Exchange Travel Grant
Grants are awarded on academic merit to students entering the exchange program in the UTS Business School.
Value: $5,000

UTS Business School Honours Scholarship
Scholarships are awarded on academic merit to students entering the honours program in the UTS Business School.
Value: $5,000

Accounting Honours Scholarship
Scholarships are awarded on academic merit to students entering the honours program in the discipline of Accounting.
Value: $5,000

Economics Honours Scholarship
Scholarships are awarded on academic merit to students entering the honours program in the discipline of Economics.
Value: $5,000

Finance Honours Scholarship
Scholarships are awarded on academic merit to students entering the honours program in the discipline of Finance.
Value: $5,000

Management Honours Scholarship
Scholarships are awarded on academic merit to students entering the honours program in the discipline of Management.
Value: $5,000

Marketing Honours Scholarship
Scholarships are awarded on academic merit to students entering the honours program in the discipline of Marketing.
Value: $5,000

For information on UTS Business School scholarships visit: www.business.uts.edu.au/student/scholarships

UNIVERSITY-WIDE SCHOLARSHIPS
These include:
> Vice- Chancellor’s Outstanding Achievement Scholarship
> Vice- Chancellor’s Merit Scholarship
> Vice- Chancellor’s Indigenous Undergraduate Tuition Fee Scholarship

For more information on all scholarships visit: www.undergraduate.uts.edu.au/scholarships

FINANCIAL ASSISTANCE
The UTS financial assistance service can help students with practical and financial aspects of life at university. Local UTS students with ongoing and long-term low income, can approach our financial assistance service for support with advocacy to Centrelink, information on HECS & FEE-HELP, loans and equity based scholarships and grants and advice on budgeting.

STUDENT LOANS
As a UTS student you may be eligible for an interest-free student loan of up to $500 from UTS. This can assist with bills, rent, one-off living expenses and other costs, such as medical costs.

For information on financial assistance at UTS visit: www.ssu.uts.edu.au/fassist
LOCAL STUDENTS
Applications for most UTS undergraduate courses must be lodged online through the Universities Admission Centre (UAC): www.uac.edu.au

Applications open in August and must be received by UAC by the end of September. Late fees apply for applications received after this date.

BACHELOR OF ACCOUNTING
The Bachelor of Accounting is a cooperative education program in accounting. It is a scholarship degree for current school leavers. Applicants are required to complete an application directly to UTS in addition to applying to UAC. Selection is based on this application and an interview. Round 1 applications close on Friday 7 June 2013. Round 2 applications close on Friday 25 October 2013. Dates subject to change. Please see www.business.uts.edu.au/bacc

HIGH SCHOOL STUDENTS
For high school student applicants, selection is based on your ATAR only. You may also increase your chances of getting in to UTS with the Year 12 Bonus Scheme and/or access schemes, see right and page 33 for more info.

If you are currently completing the International Baccalaureate (IB) in Australia, or if you have completed your IB in the past, you can apply to UTS through UAC. How your IB is considered varies depending on the degree you’re applying for. Details for each degree are provided on the specific course pages of the UTS website. If you completed your IB in another country you may also need to demonstrate your English language proficiency.

MATURER-AGED AND NON-CURRENT SCHOOL LEAVERS
For mature-aged students and non-current school leavers, selection is based on academic merit based on previous ATAR or post-school subjects already completed. UTs may also take into account your relevant achievements. You may also increase your chances of getting into UTS via access schemes.

Mature age and non-school leavers applying for the Bachelor of Management in Events and Leisure, and with International Studies or the Bachelor of Management in Tourism, and with International Studies have the option of submitting personal statements to improve their chances of selection. For more information please see www.undergraduate.uts.edu.au/mature/

INDIGENOUS AUSTRALIANS
If you identify as Australian Aboriginal or Torres Strait Islander, the Jumbunna Indigenous House of Learning will provide specialised assistance to help you gain entry to UTS through the Jumbunna Direct Entry Program or UNISTART.

To apply for entry to UTS through the Jumbunna Direct Entry Program or UNISTART, contact:

Jumbunna Indigenous House of Learning
Tel: 1800 064 312 (free call within Australia)
Tel: +61 2 9514 1902 (for international calls)
Web: www.jumbunna.uts.edu.au
Email: atsirecruitment@uts.edu.au

INTERNATIONAL STUDENTS
Please note this guide is not intended for international students and not all courses are available to international students.

Course information for international students is available in the relevant UTS: International Course Guide and online at www.uts.edu.au/international

Applicants who are not citizens or permanent residents of Australia or citizens of New Zealand must apply as international students directly through UTS International.

UTS International
Tel: 1800 774 816 (free call within Australia)
Tel: +61 3 9627 4816 (for international calls)
Web: www.uts.edu.au/international
Email: international@uts.edu.au

ENTRY SCHEMES
Year 12 bonus scheme
If you are in high school and perform well in relevant HSC subjects that relate to the degree you want to do, you may be eligible to receive up to a maximum of 5 bonus points. See the table on page 33 for more information.

Cadetship Bonus Point Scheme
If you receive a formal cadetship, and are applying for one of the Bachelor of Business courses at UTS, you may be able to receive 5 bonus points in addition to any points you qualify for under the Year 12 Bonus Scheme.

To apply, you will need to send a certified copy of your cadetship letter and your UAC reference number to the UTS Business School by the end of November 2013.

Office of the Associate Dean (Teaching & Learning)
UTS Business School
University of Technology, Sydney
PO Box 123
Broadway, NSW 2007

Guaranteed Entry Scheme
If you achieve the guaranteed ATAR cut-off published in the 2014 UAC guide, which includes any bonus points you may be eligible for, and don’t receive an offer to a higher preference, UTS will be able to guarantee you a place.
Educational Access Schemes
UTS Educational Access Schemes take into account a range of educational disadvantages that may have affected your most recent academic performance. The following schemes assist applicants to gain entry to UTS courses:

> **inpUTS Educational Access Scheme** awards 10 concessional ATAR points for high school leavers and students with post-secondary qualifications who have experienced educational disadvantage and achieve a minimum ATAR of 69.

> **UTS Elite Athletes and Performers** Special Admissions Scheme awards 5 concessional points off the ATAR cut-off to applicants who are elite athletes and/or performers (representing school or state in national level competition) and whose sport or performance commitments have impacted on their studies.

> **Principals’ Recommendation Scheme** aims to support Year 12 students who are eligible for financial hardship under the inpUTS Educational Access Scheme, achieve a minimum ATAR of 69 (80 for Law) and who is nominated by their high school principal, by offering them a place at UTS, given that a UTS course is one of their UAC preferences.

For more information about Educational Access Schemes contact the:

UTS Equity & Diversity Unit
Tel: +61 2 9514 1084
Email: equity@uts.edu.au

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**ENTRY PATHWAYS**

If you don’t gain entry to your degree of choice, consider undertaking another form of study and then reapply the following year as a non-current school leaver. At UTS, there are a number of pathways you can take to gain entry to your preferred course:

> **Complete an INSEARCH Diploma**
UTS:INSEARCH is the premium pathway provider to UTS. Diploma programs can provide direct entry into corresponding undergraduate degrees and you could fast track into the 2nd year of a UTS undergraduate degree*, depending on the course you choose.

UTS Foundation Studies provides pathways to UTS:INSEARCH diplomas and entry into the first year of an undergraduate degree at UTS (provided you meet the academic admission requirements and if you obtain exceptional results). For more info, visit: [www.insearch.edu.au](http://www.insearch.edu.au).

*Subject to successful completion of a diploma with the required Grade Point Average

> **Complete a TAFE Diploma**
UTS offers some subject exemptions to students who apply to study at UTS after first completing a course at TAFE. Each exemption is assessed on an individual basis.

> **Commence study of a course with a lower ATAR requirement**, either at UTS or another university, and apply to transfer to your preferred degree after a year. The marks you achieve in your first year of study will count towards your application and you may be eligible to receive credit recognition towards your final degree for some of the subjects you’ve studied.

> **You could also sit for a Special Tertiary Admissions Test (STAT)**. See UAC guide for details. International students are encouraged to refer to: [www.uts.edu.au/international](http://www.uts.edu.au/international)

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**CREDIT RECOGNITION**

Students must submit their applications for Credit Recognition upon admission. All Credit Recognition must have been completed before the end of the first semester of the degree. Credit Recognition does not guarantee or imply automatic admission into UTS Business School degrees. Credit Recognition indicates which exemptions may apply if an applicant is successful in obtaining a place by meeting the relevant selection criteria for a degree as approved by the Academic Board.

> **Prospective students from approved educational institutions who apply for credit recognition** must have completed their previous course no more than 2 years prior to admission into UTS Business School degrees.

> **For students who have completed previous university studies, you must have completed the nominated subject(s) no more than 10 years prior to admission into UTS Business School degrees.**

> **The maximum amount of credit recognition allowed for all undergraduate degrees, subject to UTS Business School’s approval, is two thirds of the total degree credit point requirements. Maximum credit allowed in an extended major, major and/or sub-major is:**

- For an extended major: 18 credit points or three subjects.
- For a major: 12 credit points or two subjects.
- For a sub-major: 6 credit points or one subject.

For more information please see: [www.business.uts.edu.au/student/admin/creditrrecognition](http://www.business.uts.edu.au/student/admin/creditrrecognition)

For more information on all entry pathways in to UTS visit: [www.business.uts.edu.au/courses/pathway](http://www.business.uts.edu.au/courses/pathway)
**BONUS POINTS**

The Year 12 Bonus Scheme awards bonus points to students based on their performance in selected high school subjects that are relevant to the course they have applied for.

UTS has put together the Year 12 Bonus Scheme because we believe that your ability to undertake the course you choose can be better measured by looking at a combination of the subjects you have taken and your overall ATAR, rather than looking only at your ATAR. This is because your ATAR tells us where you sit compared to other people but doesn’t take into account your ability in subjects relevant to the course you select which can affect how you do.

The maximum number of bonus points you can be awarded for each UTS course you have down on your UAC application is 5.

You do not need to apply separately for Year 12 Bonus Scheme bonus points. If you’ve put a UTS course that awards bonus points as one of the preferences on your UAC application after your ATAR results are released, we will automatically apply bonus points to your application.

Bonus points are also available for combined degrees. For a complete list visit: [www.undergraduate.uts.edu.au/bonuspoints](http://www.undergraduate.uts.edu.au/bonuspoints)

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WANT MORE INFORMATION?

VISIT OUR WEBSITE
business.uts.edu.au

CONTACT US
City campus
UTS Haymarket Student Centre
Building 5, Block C, Level 1,
Quay Street, Haymarket NSW 2000
Tel: 1300 ASK UTS (1300 275 887)
Web: ask.uts.edu.au

Kuring-gai campus
UTS Kuring-gai Student Centre
Level 5 (near the main entrance),
Eton Road, Lindfield NSW 2070
Tel: 1300 ASK UTS (1300 275 887)
Web: ask.uts.edu.au

VISIT UTS
UTS Open Day
Saturday 31 August 2013
9am-4pm
City campus

UTS Kuring-gai Open Day
Saturday 7 September 2013
12pm-4pm
Kuring-gai campus

UTS Info Day
Friday 3 January 2014
9am-4pm
City campus

DISCLAIMER: The information in this brochure is correct at February 2013. Changes in circumstances after this date may alter the accuracy or currency of the information. The UTS reserves the right to alter any matter described in this brochure without notice. Readers are responsible for verifying information that pertains to them by contacting the University.

ENVIRONMENTALLY RESPONSIBLE PAPER:
You’ll be happy to know that this guide has been printed on ‘Silk Gloss’ which is FSC Mixed Sources Chain of Custody certified paper and printed at an FSC certified printer.

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