WELCOME TO UTS:BUSINESS

CONTENTS

Why Business at UTS? 1
Australia’s Most Innovative Campus 3
Careers in Business and Management 5

COURSES

Bachelor of Business 7
  Majors 10
Bachelor of Economics 17
Bachelor of Management 21
  Majors 24
Bachelor of Accounting 26
Creative Intelligence and Innovation 28
Combined Degrees 30
International Studies and Diploma in Languages 32
Diploma in Innovation 32
Global Exchange 33

Fees, Scholarships & Financial Assistance 34
Applying to UTS 35
Bonus points 36

UTS acknowledges the Gadigal People of the Eora Nation and the Boorooberongal People of the Dharug Nation upon whose ancestral lands our campuses stand. We would also like to pay respect to the Elders both past and present, acknowledging them as the traditional custodians of knowledge for these lands.
WHY BUSINESS AT UTS?

UTS Business School has been awarded 5 stars in the QS Stars Business School Ratings

OUR DIFFERENCE
Tomorrow’s business leaders need to think differently. At UTS you’ll learn how to identify and apply solutions to complex problems – problems that don’t even exist yet.

WHERE BUSINESS THRIVES
Think of yourself as a business leader in the making. That’s why it’s ideal to position yourself in the heartland of new business and opportunity. UTS sits firmly in Australia’s largest start-up district, alongside PWC, Ernst & Young and The Commonwealth Bank.

CONNECTIONS THAT COUNT
They say it’s ‘who you know’ that counts. We’ll connect you with the people who make opportunities happen. Whether it’s through internships, lectures or networking, you’ll be exposed to contacts including the top tier professionals and thought leaders from the most successful Australian and global companies.

WORLD CLASS
To be your best, you need to learn from the best. UTS Business School is amongst 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.

There are doors to be opened that you don’t even know about yet. Excitingly, many of these are international. UTS sends more students overseas than any other university in Australia. We have the only degree in NSW that gives you the opportunity to do one year overseas.

A PRACTICAL ADVANTAGE
UTS offers a distinctly experience-based approach to learning. It’ll give you the edge to compete the moment you step into the workforce. We’ll also help you gain internships, complete industry-focused capstone subjects and achieve professional work placements – everything that will set you up for success.

DO IT YOUR WAY
We get it, you can’t hit ‘pause’ on life when you start university. Find the timetable that suits you with a range of class times, plus summer school and Apart-time study options.
UTS is creating a vibrant campus of the future. Embracing visionary teaching and learning paradigms, this reinvented campus will revitalise the campus environment with new buildings, renovated facilities and increased public spaces to facilitate collaboration with industry, students and the UTS community.

JOIN THE IDEAS HUB
The arrival of the Dr Chau Chak Wing Building (pictured left), designed by world-renowned architect Frank Gehry, solidifies UTS’s place in Sydney city’s creative precinct. The building embodies UTS Business School’s commitment to fostering ideas that challenge established doctrines and give you new approaches to thinking.

INNOVATIVE LEARNING SPACES
Our Haymarket campus facilities have been refurbished, creating new flexible environments, informal learning spaces, group collaboration areas and social hubs. These spaces are designed with a high level of connectivity, with large plasma display screens and smart whiteboards that connect to students’ laptops to enable clear and effective information sharing.

Flexible environments for informal learning and group collaboration.

24 hour IT support and access to computer labs.
## OUR DEGREES AND SPECIALISATIONS

### WHO IS THIS DEGREE FOR?

<table>
<thead>
<tr>
<th>BACHELOR OF BUSINESS</th>
<th>BACHELOR OF MANAGEMENT</th>
<th>BACHELOR OF ECONOMICS</th>
<th>BACHELOR OF ACCOUNTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future practitioners and thought leaders who want to make an impact across the whole range of business fields, sectors and industries</td>
<td>Innovative thinkers who aspire to take on leadership roles within digital creative enterprises and the events, sport and tourism industries</td>
<td>Critical and analytical thinkers developing highly valued, adaptable and transferable skills in economics, econometrics and market design</td>
<td>Natural leaders who have an eye for detail and a passion for business and analysis. Definitely not just numbers-people!</td>
</tr>
</tbody>
</table>

### WHAT MAKES THE DEGREE UNIQUE?

<table>
<thead>
<tr>
<th>BACHELOR OF BUSINESS</th>
<th>BACHELOR OF MANAGEMENT</th>
<th>BACHELOR OF ECONOMICS</th>
<th>BACHELOR OF ACCOUNTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Start the degree off tackling wicked business problems in Integrated Business Perspectives</td>
<td>&gt; Business Design and Innovation stream to help you identify and develop business opportunities</td>
<td>&gt; The only Economics degree with a specialisation in market design</td>
<td>&gt; Industry scholarship of up to $51,500</td>
</tr>
<tr>
<td>&gt; Flexible – from 2nd year, choose from 8 majors across all major business fields</td>
<td>&gt; New major in Digital Creative Enterprise</td>
<td>&gt; 11 core subjects in economics, plus a choice of at least 3 additional subjects out of 9 economics electives</td>
<td>&gt; 2 x 6 month professional internships with industry partners</td>
</tr>
<tr>
<td></td>
<td>&gt; Put your specialist knowledge into practice with a compulsory industry internship</td>
<td></td>
<td>&gt; Small cohort of up to 35 students</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>&gt; Major in Accounting with the option of a 2nd business major</td>
</tr>
</tbody>
</table>

### WHAT SPECIALISATIONS ARE OFFERED?

<table>
<thead>
<tr>
<th>BACHELOR OF BUSINESS</th>
<th>BACHELOR OF MANAGEMENT</th>
<th>BACHELOR OF ECONOMICS</th>
<th>BACHELOR OF ACCOUNTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Accounting</td>
<td>&gt; Event Management</td>
<td>&gt; Economics</td>
<td>&gt; Accounting</td>
</tr>
<tr>
<td>&gt; Economics</td>
<td>&gt; Digital Creative Enterprise</td>
<td>&gt; Plus second major in:</td>
<td>&gt; Plus second major as per Bachelor of Business options</td>
</tr>
<tr>
<td>&gt; Finance</td>
<td>&gt; Sport Business</td>
<td>&gt; Business Law</td>
<td></td>
</tr>
<tr>
<td>&gt; Human Resource Management</td>
<td>&gt; Tourism Management</td>
<td>&gt; Finance</td>
<td></td>
</tr>
<tr>
<td>&gt; International Business</td>
<td></td>
<td>&gt; Human Resource Management</td>
<td></td>
</tr>
<tr>
<td>&gt; Management</td>
<td></td>
<td>&gt; Information Technology</td>
<td></td>
</tr>
<tr>
<td>&gt; Marketing</td>
<td></td>
<td>&gt; Management</td>
<td></td>
</tr>
<tr>
<td>&gt; Marketing Communication</td>
<td></td>
<td>&gt; Marketing</td>
<td></td>
</tr>
<tr>
<td>&gt; Business Law [Second major only]</td>
<td></td>
<td>&gt; Marketing Communication</td>
<td></td>
</tr>
<tr>
<td>&gt; Information Technology [Second major only]</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### COMBINED DEGREES AVAILABLE

<table>
<thead>
<tr>
<th>BACHELOR OF BUSINESS</th>
<th>BACHELOR OF MANAGEMENT</th>
<th>BACHELOR OF ECONOMICS</th>
<th>BACHELOR OF ACCOUNTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Arts in International Studies</td>
<td>&gt; Arts in International Studies</td>
<td>&gt; Laws</td>
<td>N/A</td>
</tr>
<tr>
<td>&gt; Biotechnology</td>
<td>&gt; Creative Intelligence and Innovation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Creative Intelligence and Innovation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Engineering</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Information Technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Medical Science</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Laws</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Science</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MELISSA IRWIN
Bachelor of Business
Major: Marketing Communication

“I’m really happy I chose Business as my core degree because it has given me such a great range of skills that are transferrable to the business world. The campus is very tech savvy. There are pods, meeting rooms and open spaces to collaborate in. 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!”
**BACHELOR OF BUSINESS**

**KEY INFORMATION**

- **2017 ATAR:** 91.00 (full-time)  
  91.25 (part-time)
- **Duration:** 3 years (full-time)  
  6 years (part-time)
- **UAC code:** 601030 (full-time)  
  601035 (part-time)
- **CRICOS code:** 006487A

**Combine this degree with:**  
Creative Intelligence and Innovation,  
International Studies, Law, IT,  
Engineering, Medical Science, Science,  
Biotechnology, see pages 28-32

**Related degrees:**  
Bachelor of Accounting  
Bachelor of Economics  
Bachelor of Management

**Assumed year 12 studies:**  
Any 2 units of Mathematics and any  
2 units of English

**Bonus points:** Available - See page 36

**How to apply:** See page 35

**Professional recognition:**  
See individual majors for professional recognition

---

**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?**

> **Have the flexibility to select your course structure and major(s) 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 10 majors and over 30 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.

---

**INTEGRATING BUSINESS PERSPECTIVES (IBP)**

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 as well as an understanding of ethical and sustainability issues as they relate to the role of business in society.

---

**BUSINESS INTERNSHIP**

The internship subject is available as an elective to second and third year students and gives you the opportunity to complete 30 days of approved work experience in an industry setting relevant to your major.

The Business Internship subject has been included as an elective option in the following Bachelor of Business majors:

> Economics and Extended Economics  
> Finance and Extended Finance  
> Management and Extended Management  
> Marketing and Extended Marketing  
> International Business

Students who are completing all other majors, which include a compulsory set of 8 subjects, may still be able to do an internship as a free elective.
COURSE STRUCTURE
The Bachelor of Business degree allows you to choose from 5 course options (see table, right). Rather than choosing a specialisation/major upon entry into the course, this degree allows you to complete 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.

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

MAJORS
All students must complete a compulsory major from the below options:

> Accounting
> Economics
> Finance
> Human Resource 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

EXTENDED MAJORS
This degree also offers the option of completing an extended major, meaning students can 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>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Autumn Session</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounting for Business Decisions A</td>
<td>Major Subject 1</td>
<td>Major Subject 5</td>
</tr>
<tr>
<td>Business Statistics</td>
<td>Major Subject 2</td>
<td>Major Subject 6</td>
</tr>
<tr>
<td>Economics for Business</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td>Integrating Business Perspectives</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td><strong>Spring Session</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounting for Business Decisions B</td>
<td>Major Subject 3</td>
<td>Major Subject 7</td>
</tr>
<tr>
<td>Fundamentals of Business Finance</td>
<td>Major Subject 4</td>
<td>Major Subject 8</td>
</tr>
<tr>
<td>Managing People and Organisations</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td>Marketing Foundations</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
</tbody>
</table>

Note: A normal full-time study load is four subjects per session. Your study plan may differ if you do less subjects per session or if you undertake summer session subjects. This structure is indicative only.

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:

> Accounting in Practice
> Advanced Advertising
> Advertising
> Business Information Systems
> Business Innovation and Financial Management
> Business Law
> Econometrics
> Economics
> Event Management
> Finance
> Financial Reporting
> Financial Services
> Human Resource Management
> Information Technology
> International Business Studies
> International Management
> International Studies
> Language other than English
> Management
> Management Consulting
> Marketing
> Marketing Research
> Mathematics
> Quantitative Management
> Specialist Country Studies
> Sport Management
> Statistics
> Strategic Marketing
> Sustainable Enterprise
> 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.
ACCOUNTING

Accounting is the language of business. It involves the recording and reporting of the financial transactions of a business and represents the vital link between cash inflows and outflows and upper management decision-making.

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 Chartered Accountants of Australia and New Zealand, CPA Australia and the Chartered Institute of Management Accountants.

CAREER OPTIONS

Graduate positions: Graduate Accountant, Analyst, Services Accountant, Tax Accountant, Auditing Junior
Career progression: Financial Controller, Senior Accountant, Business Manager, Chief Financial Officer (CFO), Finance Manager, Senior Tax Specialist, Auditor, Accounting Firm Partner

ECONOMICS

Studying economics provides you with a better understanding of how people, businesses and governments make decisions given the incentives and resource constraints they face. This knowledge is crucially important to study the impact of business practices and social policies on decision making and welfare. Using analytical tools, empirical analyses, and laboratory methods, economics allows you to evaluate and improve alternative policies and practices.

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:
> Applied Microeconometrics
> Behavioural Economics
> Business Internship
> Economics of Money and Finance
> Economics of the Environment
> Game Theory
> Industrial Organisation
> Labour Economics
> Market Design
> Mathematics for Economics and Business
> Public Economics

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

RACHEL POWER

Bachelor of Business Majors: Accounting and Economics

“I really valued the opportunity to try out a range of different subjects before I chose a specialisation. This meant that I could consider how my major would relate to the broader business context. I wanted to be challenged to succeed, to practically apply my studies to real life situations and to be prepared for work; and I felt that this course would best help me achieve these goals.

My degree, particularly my economics subjects, have taught me that conflicting ideas in business are not a bad thing, but that they bring light to complex issues and help move towards long term solutions. Similarly, in accounting subjects, I have learned to make ethical decisions to work through conflicts in various business contexts. Understanding these complexities and developing relevant skills is invaluable to me as I enter the workforce.”
FINANCE
Finance involves the understanding of how money is managed from the raising of funds in the financial markets to investment in real and financial assets.

Public, private and government business transactions involve money either directly or indirectly and understanding finance is critical in understanding the economic activities of these sectors.

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:
> Applied Portfolio Management
> Business Internship
> Commercial Bank Management
> Derivative Securities
> Ethics in Finance
> International Financial Management
> Investment Banking
> Issues in Corporate Finance
> Time Series Econometrics

PROFESSIONAL BODIES & ASSOCIATIONS
CFA Institute has partnerships with select universities around the world that have imbedded into their degree programs a significant percentage (more than 70%) of the CFA® Program Candidate Body of Knowledge. UTS is a CFA Program Partner institution based on the Bachelor of Business with a major in Finance. Recognition as a partner signals that the degree’s curriculum is closely tied to professional practice and is well suited to students preparing to sit for the CFA® examinations.

Students graduating with a Finance major may seek membership of the Financial Services Institute of Australasia (FINSIA).

CAREER OPTIONS

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

RIANNA DARBY
Bachelor of Business/ Bachelor of Arts in International Studies Majors: Finance, Accounting and Japan

“Finance and Accounting were foreign concepts to me before I began my studies at UTS, but it was through my first year of the Business degree that I grew interested in both areas of study. Finance in the business world incorporates so many diverse skills, careers and organisations, so to reflect this, Finance students at UTS learn by doing. Our assessments and classes involve hypothetical business issues, or are based on current problems faced by real companies. The knowledge learned when solving these issues is applicable in many careers, ranging from organising a profitable portfolio as an investor, to working in microfinance by helping individuals in emerging markets.

No matter the career, Finance students are equipped with the knowledge and skills that could change how global businesses and societies work.”
HUMAN RESOURCE MANAGEMENT

Human Resource Management (HRM) focuses on the strategies, activities and people that assist organisations across every industry and sector to meet operational objectives by recruiting, developing and retaining an engaged, healthy, motivated and well-trained workforce that understands their organisation and actively contribute to its objectives.

Human Resource Management Major – Subject List
> Human Resource Management
> Managing Strategic Performance
> Strategic Human Resource Management
> Managing Employee Relations
> Management Skills
> Business and Organisational Strategy
> Understanding Organisations: Theory and Practice
> Human Resource Management (Capstone)

PROFESSIONAL BODIES & ASSOCIATIONS

The Human Resource Management major is accredited by the 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

International Business is a rapidly growing field dealing with the development, strategy and management of multinational organisations. It provides students with practical skills and theoretical foundations to assess the forces of globalisation and to analyse how these impact upon nations, firms and individuals.

International Business Major – Subject List
> Business and Organisational Strategy
> Transnational Management
> International Accounting
> International Marketing
> Global Operations and Supply Chain Management
> International Business Capstone

Select 2 subjects from the following options:
> Business Internship
> International Business Transactions and the Law
> International Management Field Study*
> Management Skills
> 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 is significant for all businesses as it brings together the various elements of a business to drive the organisation or department forward as an integrated unit. It involves planning, delegating, monitoring, organising and budgeting for organisations to ensure they are responsive to a dynamic, competitive business environment.

Management Major – Subject List
- Business and Organisational Strategy
- 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:
- Business Internship
- Human Resource Management
- Innovation and Entrepreneurship
- International Management Field Study*
- Management Consulting
- Strategy: Theory and Practice
- Transnational 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, Owner/Operator of a small-medium enterprise

* Involves overseas travel and incurs expenses in addition to the subject fee. VISA restrictions may apply to some students depending upon the country visited.
MARKETING
Marketing identifies unfulfilled needs and desires of customers. It defines, measures and quantifies the size of the target market and the profit potential. It determines which segments the company is capable of serving best, designs and promotes the appropriate products and services, and develops ways to communicate and deliver those offers to customers.

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:
> Business Internship
> Business-to-Business Marketing
> Emerging Marketing Issues and Social Media
> International Marketing
> Marketing Analytics and Decisions
> Marketing Channels
> New Product Marketing
> Pricing Strategies and Tactics
> Services Marketing

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

MARKETING COMMUNICATION
Marketing Communication helps 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)

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

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

ROANN KETTLEWELL
Bachelor of Business
Major: Marketing Communication,
Sub-Major: Public Relations
Account Executive,
PHD Worldwide (Australia)
“The skills that I had gained from the practical assignments throughout my degree and the strong foundation business knowledge that I had accumulated within my first year, such as accounting and finance, really gave me a step up and helped me stand out.

I started my role as an account coordinator during the last session of my degree and the flexibility of the timetable at UTS helped me to fit my study around work. The broad range of subjects that I have completed throughout my degree has given me a bank of knowledge which I draw on every day at work. Thanks to my UTS Business degree I am now looking forward to a fulfilling career within the media advertising industry.”
INFORMATION TECHNOLOGY (SECOND MAJOR)

A major in Information Technology (IT) 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 complex business information systems.

Information Technology – Subject List
- Database Principles
- Introduction to Information Systems
- Programming Fundamentals
- Business Requirements Modelling

Select 3 subjects from the following options:
- Applications Programming
- Business Process and IT Strategy
- Collaborative Business Processes
- Data Structures and Algorithms
- Database Programming
- Fundamentals of Interaction Design
- Fundamentals of Security
- Information System Development Methodologies
- Innovations for Global Relationship Management
- Network Security
- Networked Enterprise Architecture
- Routing and Internetworks
- Software Architecture
- Software Engineering Practice
- Systems Testing and Quality Management
- Web Services Development
- Web Systems

Select 1 of the following:
- Network Essentials
- Network Fundamentals

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:
- Advanced Taxation Law
- Banking Law
- Estate Planning (UG)
- Insolvency Administration
- Intellectual Property Commercialisation
- International Aspects of Australian Taxation Law
- International Business Transactions and the Law
- Marketing Law
- Retirement Planning (UG)
- Taxation Law

2. Foundations of Law
   - Contracts
   - Torts
   - Commercial Law
   - Foundations of Law
   - Ethics Law and Justice

Plus 2 subjects from the following options:
- Banking Law
- Competition Law
- Deceptive Trade Practices and Product Liability
- Environmental Law
- Insolvency
- Intellectual Property: Law and Policy
- Revenue Law
- Sports Law

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.
BACHELOR OF ECONOMICS

KEY INFORMATION

2017 ATAR: 86.00
Duration: 3 years (full-time)
UAC code: 601090
CRICOS code: 086359B

Assumed year 12 studies:
Any 2 units of Mathematics and any 2 units of English

Related degrees:
Bachelor of Business

Bonus points: Available – see page 36
How to apply: See page 35

COURSE DESCRIPTION

The Bachelor of Economics provides you with the analytical and quantitative skills required for an in-depth understanding of key economic principles.

The course includes basic training in econometrics, macroeconomics, and microeconomics with an emphasis on practical policy. A capstone subject at the end of your degree synthesises knowledge from game theory, experimental economics and industrial organisation to study policymaking in real-world settings.

WHY CHOOSE THIS COURSE?

> Become a leader in Market Design: Learn how to apply economic theory by conducting experiments and analysis to design market mechanisms and algorithms for everything from internet advertising to property auctions and government procurement contracts

> Acquire adaptable skills: gain strong analytical and quantitative skills transferable across a variety of business disciplines

> Tap into world-leading research: learn from researchers and practitioners at the forefront of new thinking in economics and related fields

> Develop the analytical and practical skill sets that are in peak demand by leading economic and business consultancies and financial institutions throughout the world

MATTHEW HAYWOOD
Bachelor of Economics
Major: Business Law

“I chose UTS as the teaching staff seemed so passionate about their fields of study. Whilst investigating and enrolling for Universities, the more I researched UTS I discovered more innovating programs and studies that could be included in my Economics course.

The teaching staff all have connections to the real world, whether that be working in industry, owning a business or high-impact research. Gaining these insights based on their experiences is an invaluable part of my learning experience.”
# BACHELOR OF ECONOMICS (CONT)

## The Bachelor of Economics structure

<table>
<thead>
<tr>
<th></th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Autumn Session</strong></td>
<td>Principles of Microeconomics</td>
<td>Intermediate Macroeconomics</td>
<td>Market Design</td>
</tr>
<tr>
<td></td>
<td>Business Statistics</td>
<td>Game Theory</td>
<td>Economics Elective</td>
</tr>
<tr>
<td></td>
<td>Mathematics for Economics and Business</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td></td>
<td>OPTION</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td><strong>Spring Session</strong></td>
<td>Principles of Macroeconomics</td>
<td>Applied Microeconometrics</td>
<td>Economic policy and Market Design (capstone)</td>
</tr>
<tr>
<td></td>
<td>Intermediate Microeconomics</td>
<td>Economics Elective</td>
<td>Economics Elective</td>
</tr>
<tr>
<td></td>
<td>Introductory Econometrics</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
<tr>
<td></td>
<td>OPTION</td>
<td>OPTION</td>
<td>OPTION</td>
</tr>
</tbody>
</table>

Note: a normal full-time study load is 4 subjects per session. Your study plan may differ if you do fewer subjects per session, undertake subjects in a different order or choose a particular major. This structure is indicative only.

### 3 options to finish your degree

<table>
<thead>
<tr>
<th>OPTION 1</th>
<th>OPTION 2</th>
<th>OPTION 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major (8 subjects) and 2 Elective subjects (Business)</td>
<td>2 Sub-majors (4 subjects each) and 2 Elective subjects (Business)</td>
<td>1 Sub-major (4 subjects), 6 Elective subjects (Business)</td>
</tr>
</tbody>
</table>

### COURSE STRUCTURE

The Bachelor of Economics includes 11 core subjects and 3 economics electives that provide the training for policy analysis in real world settings: microeconomics, game theory, experimental economics and industrial organisation. Students also have the option of completing a major in another business discipline, two sub-majors or one sub-major and additional electives from throughout the Business School.

Each option includes 2 additional free electives that can be taken from the Business School.

### MAJORS

- Business Law
- Finance*
- Human Resource Management
- Information Technology
- Management
- Marketing*
- Marketing Communication*

*These majors require you to choose a specific subject as one of your free electives.

### ECONOMICS ELECTIVES

Students choose 3 from the list below:

- Behavioural Economics
- Business Internship
- Economic Growth and Development
- Economics of Money and Finance
- Economics of the Environment
- Experimental Economics
- Industrial Organisation
- Labour Economics
- Public Economics

### SUB-MAJORS

Choose from over 18 different sub-majors from a variety of areas including Business Law, Statistics or Specialist Country Studies.
BACHELOR OF MANAGEMENT

KEY INFORMATION

2017 ATAR:
85.20 (Digital Creative Enterprise)
85.35 (Events)
85.20 (Sport)
85.05 (Tourism)

Duration: 3 years (full-time)

UAC code:
Digital Creative Enterprise (601065)
Events (601068)
Sport (601070)
Tourism (601072)

CRICOS code: 084784A

Combine this degree with: International Studies, Creative Intelligence and Innovation

Related degrees: Bachelor of Business, Bachelor of Sport and Exercise Management

Assumed year 12 studies:
2 units of English

Bonus points: Available – See page 36

How to apply: See page 35

COURSE DESCRIPTION

The Bachelor of Management provides you with a broad introduction to key managerial concepts, immersion into innovative and entrepreneurial thinking, and a choice of 4 key industry majors in Events, Digital Creative Enterprise, Sport Business or Tourism Management.

WHY CHOOSE THIS COURSE?

The Bachelor of Management is for aspiring strategic decision makers, dealing with management knowledge and concepts across some of the world’s most dynamic and exciting industries.

> Gain industry experience through a compulsory internship within your major.

> Unique Business Design and Innovation stream gives you the ability to make strategic, well designed, entrepreneurial decisions.

> Become an integrative thinker with broad managerial skills that span beyond any one discipline or industry.

BUSINESS DESIGN AND INNOVATION STREAM

All students complete the unique Business Design and Innovation Stream. The 4 subjects are designed to develop skills that will help you to identify business opportunities and convert ideas to operational activities that make a real difference to organisations.

Students develop the ability to take control of their careers through an appreciation of the contemporary business environment, opportunities for innovation and entrepreneurship, and exercises that develop innovative new approaches for solving big picture problems.
BACHELOR OF MANAGEMENT (CONT)

The Bachelor of Management structure

<table>
<thead>
<tr>
<th></th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Autumn Session</strong></td>
<td>Marketing Foundations</td>
<td>Innovation and Entrepreneurship</td>
<td>Management Research Skills</td>
</tr>
<tr>
<td></td>
<td>Managing People and Organisations</td>
<td>Business Strategy and Scenario Planning</td>
<td>Major Subject 7</td>
</tr>
<tr>
<td>Major Subject 1</td>
<td>Major Subject 4</td>
<td>Option</td>
<td></td>
</tr>
<tr>
<td>Major Subject 2</td>
<td>Major Subject 5</td>
<td>Option</td>
<td></td>
</tr>
<tr>
<td><strong>Spring Session</strong></td>
<td>Socio-Political Contexts of Management</td>
<td>Managing Human Resources</td>
<td>Economics for Business</td>
</tr>
<tr>
<td></td>
<td>Accounting Skills for Managers</td>
<td>Law and Ethics for Managers</td>
<td>Major Subject 8 (capstone)</td>
</tr>
<tr>
<td></td>
<td>Management Skills</td>
<td>Innovation Lab</td>
<td>Option</td>
</tr>
<tr>
<td>Major Subject 3</td>
<td>Professional Internship</td>
<td>Option</td>
<td></td>
</tr>
</tbody>
</table>

2 options to finish your degree

<table>
<thead>
<tr>
<th>OPTION 1</th>
<th>OPTION 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 sub major (4 subjects)</td>
<td>4 elective subjects</td>
</tr>
</tbody>
</table>

**CORE SUBJECTS**
- Accounting Skills for Managers
- Law and Ethics for Managers
- Management Research Skills
- Marketing Foundations
- Socio-political Contexts of Management
- Managing People and Organisations
- Economics for Business
- Managing Human Resources

**BUSINESS DESIGN AND INNOVATION**
- Innovation and Entrepreneurship
- Business Strategy and Scenario Planning
- Innovation Lab
- Management Skills

**MAJORS**
- Digital Creative Enterprise
- Events
- Sport Business
- Tourism

**SUB MAJORS**
- Digital Creative Enterprise
- Events
- Sports
- Tourism

**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 4 subjects per session. Your study plan may differ if you do fewer subjects per session or undertake subjects in a different order. Students undertaking a major in Digital Creative Enterprise will have a different course structure. This structure is indicative only.
DIGITAL CREATIVE ENTERPRISE*
A specialisation in Digital Creative Enterprise prepares students to work in digital industries across creative and non-creative sectors as specialist and embedded creative professionals. The major requires students to undertake cross-faculty, transdisciplinary studies through Creative Intelligence and Innovation subjects that emphasise versatility, agility and collaboration.

Digital Creative Enterprise – Subject List
> Creative Industries in the Collaborative Economy
> Managing Risk and Opportunity
> Professional Internship
> Digital Strategy and Governance

Select 3 subjects from the below:
> Frame Innovation
> Impossibilities to Possibilities
> Innovation and Entrepreneurship Studio A
> Technology, Methods and Creative Practice

CAREER OPTIONS
Creative enterprises include:
> Cultural sectors (visual and performing arts, writing and publishing)
> Digital media or multi-media including film and television, broadcasting,
> computer animation, web design and music
> Design (architecture and urban design, industrial design, fashion)
> Professional sectors such as IT and marketing

Creative occupations can include:
> Specialist creatives: those who are creatively occupied and work within the creative industries
> Embedded creatives: those who are creatively occupied but work outside the creative industries
> Support workers: those who are not creatively occupied but do work within the creative industries

* Students enrolled in the combined Bachelor of Management, Bachelor of Creative Intelligence and Innovation must not choose this major. Creative Intelligence and Innovation subjects are undertaken in accelerated form within July and Summer sessions.

EVENTS
Event management covers the logistical, promotional and strategic elements that go into developing, planning, hosting and assessing the impact of events.

Event managers look after everything from small social occasions to major international professional conferences, cultural and sporting festivals and promotional events.

Events – Subject List
> Event and Entertainment Contexts
> Event Impacts and Legacies
> Event Management
> Positioning and Promoting Events
> Event Sponsorship and Revenue
> Servicescape Design
> Professional Internship
> Event Creation Lab (Capstone)

CAREER OPTIONS
Graduate Positions: Event Coordinator, Convention Coordinator, Marketing Assistant

Career Progression: Event Manager, Entertainment, Venue or Facility Manager, Convention Planner, Visitor Information Manager, Festival Organiser, Marketing Manager for arts, leisure and events organisations, Sponsorship manager

SPORT BUSINESS
Sport business involves the management of sport organisations, the promotion of sport as an entertainment product, and the sustainability of sport enterprises at both professional and community levels.

Sport business managers strategise about market share in highly competitive national and global contexts, they liaise with player agents and athlete associations about player remuneration and welfare, and they work with the media to provide sport news and the broadcasting of games.

Sport Business – Subject List
> Sport and Society
> The Organisation of Australian Sport
> Managing Professional Sport
> The International Sport Marketplace
> Sport Marketing and Media
> Olympic Games and Sport Mega-Events
> Professional Internship
> Current Issues in Sport Business (Capstone)

DANIEL FAVALARO
Bachelor of Management (Honours) Unit Manager – Sport Network Ten

“UTS has a great Sport Business program, it’s definitely one of the leading universities in this field. The Sport subjects often focus on leading case studies to provide rich, real life examples of the content of study in action. This has been very useful in my experience and while it is always a big step up from uni to your first proper job, I feel that these lessons put us in good stead for future challenges and opportunities.

I would highly recommend UTS, I’ve had a great experience here and I feel that it has really put me in good stead for the future, with a great grounding for my career.”
CAREER OPTIONS
Graduate Positions: Sports Administrator, Sport and Recreation Supervisor, Recreation Facilities Coordinator, Sports Marketing Officer
Career Progression: Sports Centre Manager, Program Development Manager, Sponsorship Manager, Venue Manager, Sports Event Manager, Director of Sport and Athletic Development

TOURISM
Tourism management involves an understanding of the tourist as a consumer and the strategic decisions driving the tourism sector within dynamic and changing social, economic and political environments. The tourism industry operates at a local, national and global level across transport; accommodation; attractions and destinations and conferences and events.

Tourism – Subject List
> Tourism in a Global Context
> Managing Tourism Sectors
> The Tourist Experience
> Tourism Promotion and Distribution
> Reputation and Risk Management in Tourism
> Developing Sustainable Destinations
> Professional Internship
> Current Challenges in Tourism (Capstone)

BELINDA THOMAS
Bachelor of Management – Tourism
Marketing Manager, South East Asia, Qantas Airways
“I transferred from another university after one session because the degree offered by UTS Business School really appealed to me. Unlike most tourism courses, the UTS course includes subjects like accounting 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.”
BACHELOR OF ACCOUNTING

KEY INFORMATION

2017 ATAR: Desirable ATAR of 95 and above plus selection process
Duration: 3 years (full-time)
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 35
Professional recognition: CPA, CIMA, ICAA.

COURSE DESCRIPTION

The Bachelor of Accounting (BAcc) 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 $51,500 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 BAcc program continues to maintain a 95% graduate employment rate.

As a BAcc graduate you will have a year of full-time work in accounting behind you, as well as experience dealing with and reporting to senior managers in some of Australia’s largest businesses. You will have had to show leadership, communication and team working skills expected of future business leaders. This is why our graduates are highly sought after by employers.

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 has been designed for you.

Round 1 Applications close: 2 June 2017
Round 2 Applications close: 20 October 2017

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.bachelorofaccounting.com

LAUREN GRASSO

Bachelor of Accounting
Second major: Business Law

“BAcc is unlike any other course. It capitalises on the potential of ambitious young professionals by exposing them to the realism of the business world.

The invaluable opportunities such as the industry connections gained, work experience and scholarship were what most attracted me to the program and ultimately led to my decision to study the BAcc.”
## The Bachelor of Accounting structure

<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fast Track (January)</strong></td>
<td>Fast Track (January)</td>
<td></td>
</tr>
<tr>
<td>Accounting Information Systems</td>
<td>Cost Management Systems</td>
<td></td>
</tr>
<tr>
<td>Accounting for Business Decisions A</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Autumn Session</strong></td>
<td>Integrating Business Perspectives</td>
<td>Accounting for Business Combinations</td>
</tr>
<tr>
<td></td>
<td>Accounting for Business Decisions B</td>
<td>Internship 2</td>
</tr>
<tr>
<td></td>
<td>Economics for Business</td>
<td>Taxation Law</td>
</tr>
<tr>
<td></td>
<td>Fundamentals of Business Finance</td>
<td>Assurance Services and Audit</td>
</tr>
<tr>
<td></td>
<td>Business Statistics</td>
<td></td>
</tr>
<tr>
<td><strong>Spring Session</strong></td>
<td>Internship 1</td>
<td>Applied Company Law</td>
</tr>
<tr>
<td></td>
<td>Management Decisions and Control</td>
<td>OPTION</td>
</tr>
<tr>
<td></td>
<td>Australian Corporate Environment</td>
<td>Accounting Standards and Regulations</td>
</tr>
<tr>
<td></td>
<td>Marketing Foundations</td>
<td>OPTION</td>
</tr>
</tbody>
</table>

### 3 options to finish your degree

<table>
<thead>
<tr>
<th>OPTION 1</th>
<th>OPTION 2</th>
<th>OPTION 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Major from Bachelor of Business options, see pages 10-15 (8 subjects)</td>
<td>2 Sub-majors (4 subjects each)</td>
<td>1 Sub-major (4 subjects) and 4 Elective subjects</td>
</tr>
</tbody>
</table>

### INDUSTRY SPONSORS

![List of industry sponsors logos](image)
WORLD FIRST

This course is for enterprising individuals who wish to develop the ability to turn ideas into action. No matter where your creative interests lay, this course will give you the skills, perspectives and strategies to bring your idea to reality. You will be able to generate and test ideas within diverse disciplinary contexts and gauge the value of those ideas through hands-on experimental practice, rigorous processes of interpretation and analysis.

The Bachelor of Business or Bachelor of Management combined with the Bachelor of Creative Intelligence and Innovation equips graduates to provide innovative and thoughtful solutions to complex challenges and concerns within the Business world.

CAREER OPTIONS

> Entrepreneur
> Speculative start up consultant
> Creative enterprise manager
> Product development and life cycle manager
> Market researcher
> Strategic analyst
> Brand development manager

The Bachelor of Business / Bachelor of Creative Intelligence and Innovation structure

<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
<th>YEAR 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autumn Session</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Integrating Business Perspectives</td>
<td>Business Major Subject 1</td>
<td>Business Major Subject 5</td>
<td>Envisioning Futures</td>
</tr>
<tr>
<td>Accounting for Business Decisions A</td>
<td>Business Major Subject 2</td>
<td>Business Major Subject 6</td>
<td>Innovation Internship A OR Speculative Start-Up</td>
</tr>
<tr>
<td>Economics for Business</td>
<td>OPTION</td>
<td>OPTION</td>
<td>Innovation Capstone: Research and Development</td>
</tr>
<tr>
<td>Business Statistics</td>
<td>OPTION</td>
<td>OPTION</td>
<td></td>
</tr>
<tr>
<td>Winter Session</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problems to Possibilities</td>
<td>Past, Present, Future of Innovation</td>
<td>Leading Innovation</td>
<td></td>
</tr>
<tr>
<td>Spring Session</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounting for Business Decisions B</td>
<td>Business Major Subject 3</td>
<td>Business Major Subject 7</td>
<td>Professional Practice at the Cutting Edge</td>
</tr>
<tr>
<td>Managing People and Organisations</td>
<td>Business Major Subject 4</td>
<td>Business Major Subject 8</td>
<td>Innovation Internship B</td>
</tr>
<tr>
<td>Marketing Foundations</td>
<td>OPTION</td>
<td>OPTION</td>
<td></td>
</tr>
<tr>
<td>Fundamentals of Business Finance</td>
<td>OPTION</td>
<td>OPTION</td>
<td></td>
</tr>
<tr>
<td>Summer Session</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creative Practice and Methods</td>
<td>Creativity and Complexity</td>
<td>Initiatives and Entrepreneurship</td>
<td></td>
</tr>
</tbody>
</table>

KEY INFORMATION

Bachelor of Business / Bachelor of Creative Intelligence and Innovation
2017 ATAR: 97.85
Duration: 4 years (full-time)
UAC code: 609530
CRICOS code: 079756C

Bachelor of Management / Bachelor of Creative Intelligence and Innovation
2017 ATAR: 87.45
Duration: 4 years (full-time)
UAC code: 609532
CRICOS code: 088067J

Recommended year 12 studies: Mathematics and any 2 units of English
How to apply: See page 35
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>

For a full list of majors and sub-majors, see pages 10-15.

The Bachelor of Management / Bachelor of Creative Intelligence and Innovation structure

<table>
<thead>
<tr>
<th></th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>YEAR 3</th>
<th>YEAR 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Autumn Session</strong></td>
<td>Marketing Foundations</td>
<td>Innovation and Entrepreneurship</td>
<td>Major Subject 7</td>
<td>Envisioning Futures</td>
</tr>
<tr>
<td></td>
<td>Managing People and Organisations</td>
<td>Business Strategy and Scenario Planning</td>
<td>Management Research Skills</td>
<td>Innovation Internship A OR Speculative Start-Up</td>
</tr>
<tr>
<td></td>
<td>Major Subject 1</td>
<td>Major Subject 4</td>
<td>Elective</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Major Subject 2</td>
<td>Major Subject 5</td>
<td>Elective</td>
<td>Innovation Capstone: Research and Development</td>
</tr>
<tr>
<td><strong>Winter Session</strong></td>
<td>Problems to Possibilities</td>
<td>Past, Present, Future of Innovation</td>
<td>Leading Innovation</td>
<td></td>
</tr>
<tr>
<td><strong>Spring Session</strong></td>
<td>Accounting Skills for Managers</td>
<td>Professional Internship (Major Subject 6)</td>
<td>Economics for Business</td>
<td>Professional Practice at the Cutting Edge</td>
</tr>
<tr>
<td></td>
<td>Socio-political Context of Management</td>
<td>Managing Human Resources</td>
<td>Elective</td>
<td>Innovation Internship B</td>
</tr>
<tr>
<td></td>
<td>Management Skills</td>
<td>Innovation Lab</td>
<td>Major Subject 8 (capstone)</td>
<td>Innovation Capstone: Realisation and Transformation</td>
</tr>
<tr>
<td></td>
<td>Major Subject 3</td>
<td>Law and Ethics for Managers</td>
<td>Elective</td>
<td></td>
</tr>
<tr>
<td><strong>Summer Session</strong></td>
<td>Creative Practice and Methods</td>
<td>Creativity and Complexity</td>
<td>Initiatives and Entrepreneurship</td>
<td></td>
</tr>
</tbody>
</table>

For a full list of majors and sub-majors, see pages 24-25.
COMBINED DEGREES

BACHELOR OF LAWS, BACHELOR OF BUSINESS

2017 ATAR: 97.05
Duration: 9 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.

BACHELOR OF LAWS, BACHELOR OF ECONOMICS

2017 ATAR: 97.45
Duration: 5 years (full-time)
The Bachelor of Economics Bachelor of Laws brings together foundational understanding of law and how institutional rules and incentives shape economic outcomes with real-world experience to make students work ready upon graduation.

The degree seeks to provide students with the knowledge, competencies and values necessary to develop critical, analytical and evaluative skills essential for a dynamic and rewarding career in economics and law.

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY, BACHELOR OF BUSINESS

2017 ATAR: 85.55
Duration: 4 years (full-time)
This combined degree provides a solid grounding in core subjects across all major areas of Business and Information Technology (IT). 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 10-15). The Bachelor of Science in IT offers 4 majors:

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

LLOYD WOOD
Bachelor of Business, Bachelor of Laws
Major: Accounting

“The beauty of Business at UTS is that it is so flexible and can be combined with most other degrees. I have found that doing a combined degree has equipped me with a range of cross industry skills, and allows me to gain a more rounded perspective of industry issues.

The value of hard work is one of the most valuable things I have learnt in my time here, you really have to earn your Business degree at UTS, which makes it all the more rewarding, and I think industry professionals recognise that.”
BACHELOR OF ENGINEERING (HONOURS), BACHELOR OF BUSINESS

2017 ATAR: 89.95
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.

BACHELOR OF SCIENCE, BACHELOR OF BUSINESS

2017 ATAR: 85.90
Duration: 4 years (full-time)
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 9 specialised science majors according to their preference.
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.

BACHELOR OF MEDICAL SCIENCE, BACHELOR OF BUSINESS

2017 ATAR: 94.25
Duration: 4 years (full-time)
This course is designed to produce graduates who are prepared for scientific practice or business and management in health and medical businesses or institutions. Combining Business and Medical Science offers opportunities in the growth area of health services and management.

BACHELOR OF BIOTECHNOLOGY, BACHELOR OF BUSINESS

2017 ATAR: 90.95
Duration: 4 years (full-time)
This program address the increasing need for scientific expertise among business practitioners. The course 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.
INTERNATIONAL STUDIES AND DIPLOMA IN LANGUAGES

SARAH SIV
Bachelor of Business, Bachelor of Arts in International Studies
Major: Marketing
France – Université Michel de Montaigne Bordeaux 3

“I have been really impressed by the practical and flexible approach to learning that UTS embodies. The assignments we do in class reflect real life issues, and getting to try such a wide range of subjects in my first year has really helped me to work out where my skills and passion lie.”

The opportunities for exchange have been amazing. Living in France for a year has been the most profound, challenging and rewarding experience of my life thus far, and has really given me a global perspective on my studies.”

BACHELOR OF BUSINESS, BACHELOR OF ARTS IN INTERNATIONAL STUDIES
2017 ATAR: 90.00
Duration: 5 years (full-time)

BACHELOR OF MANAGEMENT, BACHELOR OF ARTS IN INTERNATIONAL STUDIES
2017 ATAR: 80.25
Duration: 5 years (full-time)

The Bachelor of Business or Bachelor of Management combined with the Bachelor of Arts in International Studies offers a unique opportunity to study business whilst immersing yourself in another language and culture.

Students select from a choice of 14 countries and spend their fourth year of study at an international university. Career options are enhanced by international experience, ensuring graduates are more marketable to prospective employers, in Australia and around the world.

In the International Studies program, you can focus on one of the following countries or majors: Argentina, Canada (Québec), Chile, China, Columbia, Costa Rica, 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.

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

DIPLOMA IN LANGUAGES
2017 ATAR: Any local student enrolled in a UTS undergraduate or postgraduate coursework degree is eligible to apply.
Duration: 3 years part-time, concurrent study

The Diploma in Languages is taken concurrently with any undergraduate or postgraduate coursework degree program at UTS. The course gives you the opportunity to learn a language and about the corresponding cultures and societies over six sessions.

With the Diploma in Languages, you can choose one of the following languages: Chinese, French, German, Italian, Japanese or Spanish.

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

FUTURE PROOF YOUR DEGREE: ADD ON THE DIPLOMA IN INNOVATION

Want to explore more about innovation and entrepreneurship? Want to explore your creative side? Want to compliment your studies by developing your creative intelligence and innovation skills?

Taking a transdisciplinary approach the new Diploma in Innovation engages students with open, complex and networked problems, and in doing so develops students’ capacity for complex systems thinking, creating value in problem solving and inquiry, imaginative and ethical citizenship and entrepreneurial/intrapreneurial skills. The Diploma can only be undertaken in conjunction with an undergraduate bachelor’s degree (excluding the BTi or BCII); it consists of intensive courses in winter and summer schools that allow students to experience transdisciplinary innovation practices without extending their course duration.
GLOBAL EXCHANGE

UTS’s Global Exchange program allows you to study overseas for one or two sessions at a UTS partner university in Asia, Europe or the Americas. With more than 200 partners in 38 countries and territories, it’s one of the largest international exchange programs in Australia.

How it works
While you are studying overseas, you remain enrolled full-time at UTS and receive credit towards your UTS degree. In most cases, you will be able to combine travel and study without adding extra time to your studies. Whilst overseas, students undertake the equivalent of a UTS full-time study load.

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

Cost
The total cost will vary depending on where you study and live, your lifestyle and travel plans. As a guide, you may need approximately AUD$10,000* for one session overseas. While you won’t pay tuition fees at your host university, you will still pay your regular tuition fees at UTS.  

*Costing based on approximate cost for a local student.

Scholarships, Grants and Loans
UTS Business School offers up to 20 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 sessions of overseas study.

For information visit: www.ssu.uts.edu.au/globalexchange

DARSHINI THURAIRATNAM
Bachelor of Accounting
Sub Major: Event Management
United Kingdom – Manchester Metropolitan University

“I was lucky enough to have the opportunity to study abroad for one session at a partner university in Manchester as part of my degree. I can’t even begin to describe how much I enjoyed my time studying overseas. The people I met, places I travelled and things I experienced were truly amazing, forcing me out of my comfort zone and challenging me as an individual. I’m so grateful to UTS for this opportunity.”

UTS has 200 partners in 38 countries and territories.
Fees, Scholarships & Financial Assistance

TUITION FEES
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 or defer payment of your student contribution using HECS-HELP visit www.fees.uts.edu.au for more info.

For information on fees for international students visit www.uts.edu.au/international. Note, this guide is not intended for international students.

SCHOLARSHIPS
UTS is proud to award a large number of scholarships to its students every year. Through providing scholarships, the university endeavours to reward achievement and recognise motivation to succeed.

UTS is also committed to providing support to students experiencing financial hardship and/or other educational disadvantages. For information on all scholarships visit www.uts.edu.au/future-students/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 and FEE-HELP, loans and equity based scholarships and grants, and advice on budgeting. As a UTS student you may be eligible for an interest free student loan from UTS of up to $500 to 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

SCHOLARSHIPS
UTS is proud to award a large number of scholarships to its students every year. Through providing scholarships, the university endeavours to reward achievement and recognise motivation to succeed.

UTS is also committed to providing support to students experiencing financial hardship and/or other educational disadvantages. For information on all scholarships visit www.uts.edu.au/future-students/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 and FEE-HELP, loans and equity based scholarships and grants, and advice on budgeting. As a UTS student you may be eligible for an interest free student loan from UTS of up to $500 to 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
Applying to UTS

Domestic students who wish to apply for entry into one of the undergraduate programs at UTS must first lodge an online application through the Universities Admission Centre (UAC) [www.uac.edu.au](http://www.uac.edu.au)

The UAC application process commences in August each year, and continues through till the end of September. Students applying through UAC must submit their application before the end of September as late fees will be applied to your application by UAC for any applications received after this date.

To be eligible to apply for a course at UTS students must satisfy at least one of the following minimum admission requirements:

- Must have attained a full NSW HSC or equivalent interstate rank, and/or
- Completed TAFE TPC, Associate Diploma, AQF Diploma or Advanced Diploma, or
- Completion of one year of tertiary studies (must be full time), or
- Be at least 20 years of age at 1 March 2018.

Check the UTS website for full admission requirements.

**CURRENT SCHOOL LEAVERS**

Admittance for Australian high school students into an undergraduate program at UTS is based on your ATAR or IB results. If you completed your IB in a country other than Australia, you may be required to demonstrate your English language proficiency.

**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. To find out more visit: [www.bachelorofaccounting.com](http://www.bachelorofaccounting.com)

**MATURE AGE AND NON–CURRENT SCHOOL LEAVERS**

The selection process for mature-aged and non-current school leavers is based on academic merit. Academic merit is measured by your previous ATAR or equivalent interstate rank, and/or further tertiary studies. Credit recognition for tertiary studies that you have already been completed may be awarded if you have completed studies related to the course you are applying for. For further information regarding credit recognition eligibility and requirements, visit [www.uts.edu.au](http://www.uts.edu.au)

**INDIGENOUS AUSTRALIANS**

The Jumbunna Indigenous House of Learning provides Australian Aboriginal or Torres Strait Islander students specialised assistance to gain entry into UTS through the Jumbunna Direct Entry Program or UNISTART. For further information regarding, please visit the Jumbunna website [www.uts.edu.au/future-students/indigenous](http://www.uts.edu.au/future-students/indigenous)

**ENTRY SCHEMES**

**Year 12 Bonus Scheme**

Students may be eligible to have bonus points applied to their ATAR result through this entry scheme, provided you have just completed high school and performed well in HSC subjects relevant to the program which you have applied for. If eligible, you may be able to receive up to a maximum of 5 Year 12 bonus points.

**inpUTS Educational Access Scheme (EAS)**

If you have applied to be assessed for the inpUTS Educational Access Scheme (EAS) at UTS, you may be granted up to 10 concessional ATAR points. The EAS scheme is open to current high school leavers, as well as students with tertiary qualifications who have experienced educational disadvantage. In order to be eligible for bonus or concessional points at UTS, you must first meet the matriculation eligibility requirements above, which includes achieving a minimum ATAR of 69 (80 for Law).

**Schools’ Recommendation Scheme (SRS)**

This scheme aims to support year 12 students who are eligible to apply for support on the basis of financial hardship or school environment (S01C & S01E only) through the inpUTS Educational Access Scheme. In order to be eligible for this scheme, students must achieve a minimum ATAR rank of 69 (80 for Law). Potential applicants must submit both an EAS application for financial hardship as well as an SRS application via UAC.

**UTS Elite Athletes and Performers Special Admissions Scheme**

The UTS Elite Athletes and Performers Special Admissions Scheme awards 5 concessional points to potential applicants who are elite athletes and/or performers who have represented their school or state at a national level competition level, and whose sport or performance commitments have impacted on their studies.

For more information on UTS’ entry schemes, visit [www.undergraduate.uts.edu.au/entryschemes](http://www.undergraduate.uts.edu.au/entryschemes)

**Cadetship Bonus Point Scheme**

Applicants who have received a formal cadetship may receive 5 bonus points, in support of their application to the Bachelor of Business, Bachelor of Economics or the Bachelor of Management.

**SPECIAL PATHWAYS**

At UTS there are entry pathways that support students who are elite athletes and/or performers who have represented their school or state at a national level competition level, and whose sport or performance commitments have impacted on their studies.

For more information on pathways into UTS, visit [www.undergraduate.uts.edu.au/pathways](http://www.undergraduate.uts.edu.au/pathways)
### Bonus points

<table>
<thead>
<tr>
<th>Subject</th>
<th>Performance Band</th>
<th>Bachelor of Business</th>
<th>Bachelor of Management</th>
<th>Bachelor of Economics</th>
</tr>
</thead>
<tbody>
<tr>
<td>15040 Business Studies</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>15110 Economics</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>15130 English Standard</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>15140 English Advanced</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>15160 English Extension 1</td>
<td>E4</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>15170 English Extension 2</td>
<td>E3</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>15170 English Extension 2</td>
<td>E2</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>15230 General Mathematics</td>
<td>6</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>15240 Mathematics</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>15250 Mathematics Extension 1</td>
<td>E4</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>15260 Mathematics Extension 2</td>
<td>E3</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>15260 Mathematics Extension 2</td>
<td>E2</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>15570 HSC Chinese Extension</td>
<td>E4</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>15690 HSC French Extension</td>
<td>E3</td>
<td>0</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>

Bonus points are also available for some combined degrees. For a complete list visit: [www.undergraduate.uts.edu.au/bonuspoints](http://www.undergraduate.uts.edu.au/bonuspoints)
VISIT AUSTRALIA’S #1 YOUNG UNI

CHECK OUT OUR REINVENTED CAMPUS AND DISCOVER WHY WE’RE RANKED AUSTRALIA’S NUMBER 1 YOUNG UNI.

UTS OPEN DAY
SATURDAY 26 AUGUST 2017
9am – 4pm
Register at: openday.uts.edu.au

BUSINESS INFORMATION EVENING
WEDNESDAY 26 APRIL
Dr Chau Chak Wing Building, 5:30pm-8pm
Register online at business.uts.edu.au

DISCLAIMER: The information in this brochure is correct as of February 2017. Changes in circumstances after this date may alter the accuracy or currency of the information. 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.

Note, this guide is for local students. International students should refer to the International Course Guide or www.uts.edu.au/international.
Photography By: Anna Zhu, Chris Bennett, Andrew Worssam, Nathan Rodger and Shahnam Roshan.
UTS CRICOS PROVIDER CODE: 00099F