

UNIVERSITY OF
WOLLONGONG
AUSTRALIA



PERSONALISED EXPERIENCES : WORLD-CLASS RESULTS

BUSINESS

UOW COURSES IN

ACCOUNTANCY, BUSINESS LAW, ECONOMICS, EVENTS, FINANCE, FINANCIAL PLANNING, HOSPITALITY, HUMAN RESOURCE MANAGEMENT, INTERNATIONAL BUSINESS, MANAGEMENT, MARKETING, PUBLIC RELATIONS, SUPPLY CHAIN MANAGEMENT, TRAVEL AND TOURISM

STUDY AT ONE OF THE WORLD'S BEST UNIVERSITIES



5-STAR

RATING FOR GETTING A FULL-TIME JOB¹



TOP 2%

OF UNIVERSITIES IN THE WORLD²



TOP 50

UNIVERSITIES UNDER 50 YEARS OLD³



TOP 100

FOR GLOBAL GRADUATES⁴

WE'RE GOING PLACES

UOW is one of the best modern universities in Australia. We connect over 30,000 students from more than 130 nations to learn and discover. We're young, we're smart and we work hard enough to be ranked in the top 2% of universities in the world. Join us and see how far you can go.

YOU'RE IN CONTROL

Take control of your life like never before at UOW. Choose your degree. Choose a major. Choose elective subjects, and make exactly the study program you want.

THE TIME OF YOUR LIFE

Study where the brightest people take the time to learn your name. You'll be more than a number at UOW, and be taught by world famous educators and researchers. Outside of class, you'll be part of a campus culture defined by fun and friendship.

OUR GRADS GET JOBS

UOW graduates have the skills employers want. We've been rated in the top 100 in the world by employers for nearly a decade. You'll learn how to learn, how to turn theory into practice, and how people with different skills work together.

BE SOMEONE YOU'RE PROUD OF

Challenge yourself and come out on top at UOW. Tackle big ideas in your degree, push yourself and travel the world on international exchange, bring your learning to life with a UOWx program such as mentoring local students.



5 REASONS TO STUDY BUSINESS AT UOW

1. A WELL-RECOGNISED DEGREE

Our Business degrees are recognised by professional associations in Australia as well as overseas.

2. FINANCIAL ADVANTAGE

Our Business degrees give you a qualification that will earn you up to 50% more than a typical Year 12 graduate in the same role.*

3. FLEXIBLE COURSE OPTIONS

Our degrees give you the benefit of exploring a range of fascinating core business subjects in your first year and the option of tailoring your degree to suit your interests.


4. BOTH THEORETICAL AND PRACTICAL KNOWLEDGE

Business students experience a modern curriculum that doesn't merely teach business theory, but applies it to everyday business contexts.

5. BUSINESS CONNECTIONS

Our renowned Business Internship Program gives you the opportunity to connect with industry leaders such as Commonwealth Bank, Cancer Council, World Vision Australia and Gazal.

* Braithwaite, B., West, G., Harvie, C., Hartgerink, N. (2013), *Leading Locally, Competing Globally: Measuring the University of Wollongong's Contribution to Economic and Social Prosperity*, Centre for Small Business and Regional Research, Faculty of Business, University of Wollongong, Wollongong. ISBN: 978-1-74128-231-3 (book) ISBN: 978-1-74128-232-0 (ebook).



Business is always changing. That's why we're not teaching the same things we were 10 years ago or even three years ago. We focus on strong links with industry, business and government so our degrees reflect industry and student needs. We aim to develop professionals, managers and business leaders with critical thinking skills who will succeed in their chosen fields.

OUR VISION

To be a world-class, accredited business faculty.

OUR MISSION

To advance business-related knowledge internationally through innovative research, quality teaching and the promotion of responsible leadership and sustainable business practices. In so doing, our aim is to contribute to a better society and stronger economy.

OUR CAMPUSES

WOLLONGONG

Wollongong is considered one of the top ten most liveable regional cities in Australia. It is located on the New South Wales coast, only 80 kilometres south of Sydney and is accessible by road and rail. UOW's main campus in Wollongong combines modern teaching, research and study spaces on 83 hectares of landscaped Australian bushland. The main campus houses the full range of support services offered by UOW, including student support, accommodation, sports, culture and entertainment.

SYDNEY

Situated close to iconic Sydney landmarks, diverse eateries, shopping outlets, transport and other essential services, the UOW Sydney Business School campus in central Sydney is a spacious and engaging environment.

The campus provides contemporary classrooms and lecture theatres all equipped with the latest technology, comfortable social spaces and easy access to transport and essential services operating later into the evening.

The following undergraduate courses are offered in Sydney:

- Bachelor of Accounting and Financial Services (page 4)
- Bachelor of Banking and Financial Services (page 5)

REGIONAL CAMPUSES

Since establishing our main campus in Wollongong, we have expanded our teaching locations to regional campuses in Southern Sydney, Bega, Batemans Bay, the Shoalhaven, and the Southern Highlands. These campuses offer comprehensive teaching facilities including library services and all deliver the same globally recognised UOW degrees.

Check course information for availability by location.



BACHELOR DEGREES

Bachelor of Accounting and Financial Services

go.uow.edu.au/ba-fs

ATAR	80
DURATION	3 years (full-time), or part-time equivalent
STARTS	Autumn (February)
LOCATION	Sydney
UAC CODE	753680
CRICOS	078817C
IELTS	6.0 (overall)

Accountancy alongside financial services provides a broader base of financial aspects, including managing other people's money to help plan for the future, not only for individuals but also for businesses. This industry serves a broad range of customers—from individual consumers through to major corporations with innovative products and services. The financial services industry offers diverse career opportunities in Australia and internationally.

The Bachelor of Accounting and Financial Services has been designed with our industry partners to allow you to gain the relevant competences and skills, which give you a competitive advantage. This includes advanced financial literacy, understanding and predicting risk, corporate accounting and sustainability reporting, understanding the legislative requirements and compliance aspects, and enhanced capabilities in analysing complex situations and communicating at senior levels. Critical thinking, researching skills and industry placement are integrated into the program to provide you with a well-rounded degree.

Our small class sizes allow for maximum learning and, most importantly, industry development opportunities where you can connect with businesses directly related to your degree.

First year subjects include accounting fundamentals, economics, business statistics, principles of finance, accounting in organisations, law, business and society, and business organisations and capability. Industry-based research projects are undertaken in second and third year with our corporate partners in the financial sector, providing you with experience working on projects with large corporations.

PROFESSIONAL RECOGNITION:

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

Bachelor of Banking and Financial Services

go.uow.edu.au/bb-fs

ATAR	80
DURATION	3 years (full-time), or part-time equivalent
STARTS	Autumn (February)
LOCATION	Sydney
UAC CODE	753690
CRICOS	078818B
IELTS	6.0 (overall)

Banking, coupled with financial services, provides a thorough understanding of the commercial disciplines of banking and credit assessment, as well as broader markets servicing individuals and businesses, both within Australia and internationally. The financial services industry is global, offering diverse opportunities to develop and create growth for the economy.

The Bachelor of Banking and Financial Services has been designed with our industry partners to allow you to gain the relevant competences and skills to give you a competitive advantage. The degree will build your core knowledge and understanding of the financial services sector with particular focus on banking. This includes financial reporting, corporate finance, understanding and predicting risk, understanding legislative requirements and an enhanced ability to communicate and understand processes. Critical thinking, researching skills and industry placement are integrated into the program to provide you with a well-rounded degree.

Our small class sizes allow for maximum learning and, most importantly, industry development opportunities where students can connect with businesses directly related to their degree.

First year subjects include accounting fundamentals, economics, business statistics, principles of finance, accounting in organisations, law, business and society, and business organisations and capability. Industry-based research projects are undertaken in second and third year with our corporate partners in the financial sector, providing you with experience working on projects with large corporations.

PROFESSIONAL RECOGNITION:

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

BACHELOR DEGREES

Bachelor of Business

go.uow.edu.au/bbus

ATAR	70
DURATION	3 years
STARTS	Autumn (February), Spring (July)
LOCATIONS	Wollongong (UAC 753660) Batemans Bay (UAC 753662) Bega (UAC 753663) Shoalhaven (UAC 753661) Southern Highlands (UAC 753664) Southern Sydney (UAC 753665)
CRICOS	075096M
IELTS	6.0 (overall)

The business sector is one of the world's largest employers offering varying roles and careers. Business plays an important role in assisting to evolve a complex global economy by providing solutions to problems in a sustainable and ethical way.

The Bachelor of Business is the Faculty of Business' most flexible degree offering a broad education across all key aspects of the business environment. In addition to studying the essential core disciplines of accounting, economics, finance, management and marketing, you can tailor your studies according to your interests by choosing electives from a particular Business discipline, or you can combine Business electives with subjects from other disciplines.

This degree provides you with the knowledge and experience to move into many types of business careers, such as international business, finance, public relations, management and marketing. You will also undertake a final-year capstone subject that lets you apply everything you've learned up to that point in collaboration with students from other disciplines. Plus, you have the option of applying for an internship that provides work-integrated learning.

PROFESSIONAL RECOGNITION:

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

Bachelor of Economics and Finance

go.uow.edu.au/beconfin

ATAR	80
DURATION	3 years
STARTS	Autumn (February), Spring (July)
LOCATIONS*	Wollongong (UAC 753670) Batemans Bay (UAC 753672) Bega (UAC 753673) Shoalhaven (UAC 753671) Southern Highlands (UAC 753674) Southern Sydney (UAC 753675)
CRICOS	075271A
IELTS	6.0 (overall)

Economics is concerned with the big picture—how a country, region or particular market is operating; while finance takes a more microscopic look at industry risk and return on investment. The two disciplines complement each other giving you a more complete picture of the business world—and open many doors to sought-after careers.

The Bachelor of Economics and Finance is for high achievers and as a graduate of the degree you will be able to identify and apply the tools of analysis to a wide range of economic issues, including the behaviour of consumers and firms, the labour market, the environment, fiscal and monetary policy, and international trade. The program involves compulsory core subjects in first year and there are no marketing or management subjects in this degree. Your final year culminates with an exciting applied research project capstone subject. This is an experiential learning opportunity that offers a workplace-based project, or more traditional research-based project.

You will study the theory, policies, practices and institutions of both the domestic and global economies. You will also develop expertise in the ways individuals, businesses and other organisations raise, allocate and use money.

PROFESSIONAL RECOGNITION:

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

*Completion of full majors at regional campuses is subject to availability at the time of enrolment.

BACHELOR DEGREES

Bachelor of Commerce

ATAR	Wollongong – 75 / 93 (DS) Batemans Bay – 72 / 93 (DS) Bega – 72 / 93 (DS) Shoalhaven – 72 / 93 (DS) Southern Highlands – 72 / 93 (DS) Southern Sydney – 75 / 93 (DS)
DURATION	3 years
STARTS	Autumn (February), Spring (July)
LOCATIONS*	Wollongong UAC 753602 / 753610 (DS) Accountancy and Management majors only: Batemans Bay UAC 753604 / 753612 (DS) Bega UAC 753605 / 753613 (DS) Shoalhaven UAC 753603 / 753611 (DS) Southern Highlands UAC 753606 / 753614 (DS) Southern Sydney UAC 753607 / 753615 (DS)
CRICOS	027464A / 081887G (DS) DS: Dean's Scholar
IELTS	6.0 (overall)

This degree is for students who would like to specialise in one or more of the principal areas (majors) of business and commerce. It consists of two components: nine core subjects and the flexibility to choose subjects from eleven majors. You can also choose a double major or a major and a minor.

Majors include Accountancy, Business Law, Economics, Finance, Financial Planning, Human Resource Management, International Business, Management, Marketing, Public Relations and Supply Chain Management.

The Bachelor of Commerce is also offered as part of a double degree. Double degrees with a Bachelor of Commerce include: Arts, Creative Arts, Engineering, Law, the Sciences, Psychology and Journalism.

You will also undertake a final-year capstone subject that lets you apply everything you've learned up to that point in collaboration with students from other disciplines. Plus, you have the option of applying for an internship that provides work-integrated learning.

PROFESSIONAL RECOGNITION:

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

*Completion of full majors at regional campuses is subject to availability at the time of enrolment.



“Mohammad understands the importance of gaining real life career experience while he studies, which is why he undertook a business internship as part of his degree.

“I was really nervous when I began at Designa Accessories. I had never worked in a professional office environment before, but everybody was friendly and supportive. I have been working in the accounts department, which allows me to

experience my field in a broad and tangible way—all while earning credit points for uni.

“At Designa Accessories I engage with people from a range of professions, which has taught me the importance of communication as well as adaptability. I feel really lucky that I've had the opportunity to connect with this internship. I have no doubt that the skills I have learned will help me get a job that I love in the future.”

MOHAMMAD KHAN
Bachelor of Commerce (Accountancy)
Intern at Designa Accessories



"I always knew that I wanted to study Business, yet it was when I was an exchange student at the Goizueta Business School at Emory University, Atlanta USA that it became clear marketing was what I wanted to do. I was part of a nationwide competition between six universities to come up with an integrated marketing campaign for Subaru of America. This experience went on to help me get an internship with Subaru of America in their Corporate Marketing department."

COURTNEY BUTLER

Bachelor of Commerce (International Business, Marketing)
Marketing Manager, Skydive the Beach and Beyond

"I would encourage every student to participate in the UOW Exchange program. It gives you an incredible advantage and a unique selling point when entering the job market. The opportunity to live and work in the US gave me so many amazing career opportunities, as well as the chance to make some fantastic friends for life."



DEAN'S SCHOLAR

The Dean's Scholar program is for high achieving students who wish to undertake a degree in the principal areas of business and commerce and would like to pursue a career in business or a specific professional discipline. It is also suitable if you wish to continue your studies through the completion of honours and/or research degrees.

As a Dean's Scholar, you will receive academic mentoring and have opportunities to attend workshops and seminars. The degree includes a book allowance, extended library borrowing rights, and access to a study space.

The Dean's Scholar structure follows a similar structure to the Bachelor of Commerce, however, you will complete a specific capstone subject—Integrative Research Capstone—in your final year. Students will gain transferable skills with research application, including presentation, research process and team working skills.

DOUBLE DEGREES

A double degree lets you study two degrees at the same time and complete them more quickly than if you studied them one after the other. By completing two degrees you'll broaden your career options—or prepare yourself for highly specialised careers.

The Bachelor of Commerce is available in the following double degree combinations:

Bachelor of Arts – Bachelor of Commerce
ATAR 75 Duration 4.5 years UAC 751301 CRICOS 012086A

Bachelor of Arts (Psychology) – Bachelor of Commerce
ATAR 75 Duration 4.5 years UAC 751305 CRICOS 078309A

Bachelor of Commerce – Bachelor of Laws
ATAR 90 Duration 5 years UAC 751202 CRICOS 003683K

Bachelor of Communication & Media Studies –
Bachelor of Commerce
ATAR 75 Duration 4.5 years UAC 751351 CRICOS 049641G

Bachelor of Creative Arts – Bachelor of Commerce
ATAR 75 Duration 4.5 years UAC 751502 CRICOS 028396M

Bachelor of Engineering – Bachelor of Commerce
ATAR 80 Duration 5 years UAC 751601 CRICOS 001707A

Bachelor of Engineering (Electrical, Computer or
Telecommunications) – Bachelor of Commerce
ATAR 80 Duration 5 years UAC 751602 CRICOS 042625G

Bachelor of International Studies – Bachelor of Commerce
ATAR 75 Duration 4.5 years UAC 751311 CRICOS 069057B

Bachelor of Journalism – Bachelor of Commerce
ATAR 75 Duration 4.5 years UAC 751661 CRICOS 058985G

Bachelor of Psychology – Bachelor of Commerce
ATAR 92 Duration 5.5 years UAC 751751 CRICOS 031408G

Bachelor of Science (Psychology) – Bachelor of Commerce
ATAR 80 Duration 4.5 years UAC 751814 CRICOS 078313E

Bachelor of Science – Bachelor of Commerce
ATAR 80 Duration 4.5 years UAC 751802 CRICOS 028399G
IELTS 6.0 (OVERALL)

MAJORS IN THE BACHELOR OF COMMERCE

Accountancy

go.uow.edu.au/bcomm-accy

SAMPLE CAREERS

- Auditor
- Banker
- Business analyst
- Company treasurer
- Corporate accountant
- Cost accountant
- Financial controller
- Forensic accountant
- Policy advisor

Accountancy is about providing reliable, timely and accurate information for decision makers, especially for economic decisions. Whether working for a multinational company, a government agency or in public practice, accountants play a pivotal role in advising senior management on the financial performance and direction of the organisation.

WHAT YOU STUDY

Topics include financial reporting, auditing and management accounting. You will learn about financial accounting in its organisational, social and political contexts, as well as study relevant law subjects (including taxation law and law of business organisations) to be eligible for associate membership of professional accounting bodies.

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

Business Law

go.uow.edu.au/bcomm-buslaw

SAMPLE CAREERS

- Business adviser
- Contracts negotiator
- Client manager
- HR consultant
- OHS officer
- Policy advisor

Business law provides a legal perspective to business practice. Understanding the context, application and the impact of law on the structures and transaction of business is crucial to business innovation.

WHAT YOU STUDY

Business law encompasses many overlapping fields, ranging from specific regulatory frameworks to corporate governance. Fields you can focus on include international business law, banking and taxation law, employment and anti-discrimination law, and media law.

Economics

go.uow.edu.au/bcomm-econ

SAMPLE CAREERS

- Business forecaster
- Investment analyst
- Policy advisor
- Stock broker

Economics is about the economy: the distribution of resources between people and organisations. Economists are interested in the behaviour of consumers and business firms, the labour market, health care, the environment, technology and innovation, economic growth and development, monetary and fiscal policy, international trade and finance, and the global economy.

WHAT YOU STUDY

You will study both macroeconomic and microeconomic theory with an emphasis on policy and its effect on working economies. You'll look at what determines supply and demand for various goods and services and how prices are determined, consumption and investment patterns, international influences on the economy, the role of government within the economy, and money and interest rates.

MAJORS IN THE BACHELOR OF COMMERCE

Finance

go.uow.edu.au/bcomm-fin

SAMPLE CAREERS

Cost adviser
Financial systems adviser
Equities research analyst
Merchant banker
Venture capitalist

Finance is about money and investments. People on their own and in partnerships, companies and other entities (including state and federal governments), have a common objective of profitable investment. What is a government-secured bond? What is a share? What are the reasons for investing in either—and when is the right time? These are some of the questions answered in the domain of finance.

WHAT YOU STUDY

You will learn the theoretical knowledge and tools demanded by employers in all sections of the world economy: investment, financial markets, financial modelling and portfolio analysis. You will learn advanced statistical techniques for analysis, including the classical linear regression model, model diagnostics, univariate time series modelling and forecasting. You will explore corporate finance, including financial strategies, security analysis and portfolio management.

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

Financial Planning

go.uow.edu.au/bcomm-finplan

SAMPLE CAREERS

Business risk manager
Insurance broker
Financial adviser
Fund manager

Financial planners must have an understanding not only of finance but of accounting, management and marketing. Financial planning is the design of specific financial outcomes that meet a client's unique needs and objectives, given their financial resources and risk profile. Its broad approach is to fulfil clients' total needs, incorporating investment planning, taxation and social services planning, retirement planning, risk planning and estate planning.

WHAT YOU STUDY

You will investigate securities and the market they operate in, as well as theories of the market and the equilibrium prices of securities. You will learn how to assess investments, and the method for identifying the best financial product for a client, with particular attention to their risk profile. You'll learn the codes of conduct governing the financial planning industry and relevant regulatory frameworks, advising techniques, and how to build and maintain clients' investment portfolios.

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

Human Resource Management

go.uow.edu.au/bcomm-hrm

SAMPLE CAREERS

HR officer/manager
HR consultant
Industrial officer
Recruitment officer/manager
Remuneration officer/manager
Training and development officer/manager

People are an organisation's most valuable resource. Human resource management (HRM) is concerned with finding the right staff for an organisation—and having employed them, nurture them so they want to stay and give the best to their jobs. Rather than solely focusing on the bottom line, motivational factors, social and individual wellbeing, human rights and ethics are all part of HRM.

WHAT YOU STUDY

Specific focus is placed on the facilitation, acquisition and development of staff, positively influencing their employment performance, and monitoring and managing the processes of staff retention and turnover. HRM also looks at the surrounding aspects of human resource management such as recruitment and selection, performance appraisal, job analysis and design, and training and development.

Our programs are recognised by professional associations in Australia and overseas. For more information, visit business.uow.edu.au/accreditation

International Business

go.uow.edu.au/bcomm-intbus

SAMPLE CAREERS

Business intelligence analyst
Exporter
Importer
International business analyst
Trade logistics manager

International business is about understanding business in other cultures and regions, and learning how to think globally about the business world. International business focuses on: the impact of differing cultures and languages; the issues posed by differing markets; and the differing government regulations within this rapidly growing environment. It is also concerned with foreign exchange markets and the effects of exchange rate policies.

WHAT YOU STUDY

You'll learn how to manage across cultural boundaries in an international business context, having gained knowledge on international human resource management and trade environments. You'll improve your understanding of leadership, strategy, cultural diversity, communications and decision making as they relate to contemporary international business issues. Major topics include financial management, employment relations, industry and trade in South East Asia, international marketing and management, and business in Europe.

Management

go.uow.edu.au/bcomm-mgmt

SAMPLE CAREERS

Company manager
Customer service coordinator
Operations manager
Procurement officer
Strategic development executive
Workforce planner

Management is the art and science of planning, coordinating and leading group efforts. It is the mobilising of human and material resources to achieve organisational goals. Good managers make great decisions both in the short and long term, whilst providing inspiring and motivating leadership that can affect all levels of the organisation.

WHAT YOU STUDY

You will learn how to strategically manage both physical and intangible assets for organisational success. You will do this by gaining a sound understanding of the framework of organisational structures, including the local and international environments in which they operate. Final year subjects enable you to identify and analyse quality management systems, strategically manage risk and develop international business strategies.

Marketing

go.uow.edu.au/bcomm-mktg

SAMPLE CAREERS

Sales and marketing coordinator
Advertising executive
Brand / product manager
Market researcher
Public relations coordinator / consultant

Marketing is the activities, institutions and processes for creating, communicating and delivering products and services. This includes facilitating relationships to deliver value for consumers, clients and society. It's about everything from establishing who the customer is, to developing a competitive advantage by effectively positioning products/ services in the market. Marketing is essential for all organisations, even small business operators and not-for-profit institutions.

WHAT YOU STUDY

You will study how consumers behave, how organisations find out about their markets and the customers in those markets, how to create effective marketing communications campaigns, and how organisations manage marketing successfully. You will have the opportunity to deepen your understanding in key areas of marketing, for example, how to create change for the better in society or learn about marketing's applications internationally.



"I am the voice of the audience. My job involves seeing the first episodes of new shows, testing them and getting feedback from audiences. I also help the marketing team with strategies.

"I had been accepted into two Sydney universities but I knew UOW would provide me with more personal attention. The

Bachelor of Commerce was a general degree that gave me a firm foundation to the types of opportunities I wanted to pursue. I didn't know what my career was going to be, but the faculty staff made it easy for me to talk to them about possible careers.

"Now I get paid to watch TV and who doesn't love doing that."

SUMI BARRY

UOW Bachelor of Commerce (Marketing)
Senior Vice-President of Consumer and Market Intelligence at NBC Entertainment



MAJORS IN THE BACHELOR OF COMMERCE

Public Relations

go.uow.edu.au/bcomm-pubrel

SAMPLE CAREERS

- Event manager
- Media relations assistant
- Digital communication consultant
- Public relations coordinator
- Corporate communications consultant

Public relations (PR) is about managing information between private and public spaces—between organisations and stakeholders, individuals and the public, or a combination of these. The key is effective communication and the way this information is planned and executed. Public relations can create goodwill and a favourable public image that helps shape and maintain the reputation of an organisation, event or person.

WHAT YOU STUDY

The program covers a variety of subjects, including business communication, PR concepts, PR strategies, corporate identity and branding, marketing communications and advertising, and PR campaigns. You will learn how to communicate effectively with internal and external stakeholders using a range of media. Learn how to evaluate the cultural and organisational contexts, key trends and ethical issues influencing contemporary PR, and to critically evaluate the role of PR in society and organisations. Working with some of Australia's largest public relations companies, you are able to see firsthand where your career could take you.

Supply Chain Management

go.uow.edu.au/bcomm-scmgmt

SAMPLE CAREERS

- Demand analyst
- Logistic manager
- Materials controller
- Procurement and compliance officer
- Sourcing manager

Supply chain management is concerned with the entire lifecycle of a product or service, from before it's made, to how it is disposed of, and how it moves between every stage. As well as goods and services, supply chain managers analyse and manage information from the suppliers, through intermediaries, to the customer—and their customers, if your client is a business. It includes managing technical processes and systems: both within the firm between functions such as procurement, manufacturing and marketing; and between organisations such as manufacturers, distributors, wholesalers and retailers.

WHAT YOU STUDY

You will gain an overall understanding of supply chain structures and develop an understanding of procurement and inventory management models, the role of enabling technologies within the supply chain, and performance measurements techniques.

By taking this major, you will learn the principles and tools associated with 'quality management' and the relationships between e-commerce and supply chains. You will gain an understanding of total supply chain management and have opportunity to specialise in a number of areas such as logistics, operations, systems thinking, quality and supply chain strategies.



"UOW is a special place, because it realises the importance of being able to apply theoretical knowledge to a real-life career scenario.

"The Business faculty encouraged me to look at ideas from different angles, and gave me the opportunity to put those ideas into practice. They employed me to create a business simulation tool called IDLE, which is now a compulsory third-year class.

I developed my communication, problem-solving, and teamwork skills, and connected with a network of people filled with a wealth of knowledge.

"Having work experience behind you when you graduate puts you in a whole other league to other graduates. This invaluable experience gave me the professional and personal experience to be prepared for a future and a career."

ELIZABETH STEFOS

Bachelor of Science (Geology) – Bachelor of Commerce (Supply Chain Management)
Protected Vehicles Operations Unit for Thales Australia

SPECIALIST JOINT TAFE PROGRAMS AND DEGREES

We offer three specialist degrees that combine a UOW Bachelor of Commerce with a TAFE Advanced Diploma. They offer advanced vocational skills relevant and specific to these industries and require a fixed program of study.

The first year and a half is a combination of TAFE and University study while the last half year is University only. Upon completion, students graduate with a Bachelor of Commerce as well as an Advanced Diploma that identifies the area of specialisation: Events, Hospitality or Travel and Tourism. Students major in Human Resource Management, Management, Marketing or Public Relations within the Bachelor component of this degree.

Bachelor of Commerce – TAFE Advanced Diploma of Events

go.uow.edu.au/bcomm-emgmt

ATAR	Wollongong – 72 Shoalhaven – 70 Southern Sydney – 72
DURATION	3 years
STARTS	Autumn (February), Spring (July)*
LOCATIONS*	Wollongong (UAC 753640) Shoalhaven (UAC 753642) Southern Sydney (UAC 753641)
TAFE AWARD	Advanced Diploma of Events
CRICOS	068763F

Large events and festivals—from charity fundraisers to concerts—form part of a multibillion-dollar worldwide industry. Event management is the special branch of management that focuses on using managerial and logistical techniques to organise and run these events. It is a dynamic industry that requires forward planning to execute a seamless event.

WHAT YOU STUDY

From marketing, budgeting, time management and scheduling to production, sponsorship and technical operations, you will graduate with the skills and knowledge required in the events industry. You will be involved in projects such as corporate events, industry visits, Viva La Gong, film festivals, outdoor sporting events and concerts.

Bachelor of Commerce – TAFE Advanced Diploma of Hospitality

go.uow.edu.au/bcomm-hmgmt

ATAR	Wollongong – 72
DURATION	3 years
STARTS	Autumn (February), Spring (July)*
LOCATION	Wollongong (UAC 753630)
TAFE AWARD	Advanced Diploma of Hospitality
CRICOS	068764E

The hospitality industry—from entertainment and recreation to accommodation and food service—forms a key part of the economy of many nations, including Australia. It is a highly diverse industry that requires flexible, responsive managers to successfully guide businesses.

WHAT YOU STUDY

You will develop skills to analyse, design and execute judgement using wide ranging technical, creative, conceptual and managerial competencies. Subjects include bar operations, serve food and beverage, manage finances, customer service, human resource management and business planning. Work will be undertaken in various hospitality and tourism settings such as restaurants, hotels, catering operations, clubs, nightclubs and cafes.

Bachelor of Commerce – TAFE Advanced Diploma of Travel and Tourism

go.uow.edu.au/bcomm-tmgmt

ATAR	Wollongong – 72
DURATION	3 years
STARTS	Autumn (February), Spring (July)*
LOCATION	Wollongong (UAC 753650)
TAFE AWARD	Advanced Diploma of Travel and Tourism
CRICOS	068765D

Travel and tourism are worldwide industries that continue to play an important part in both wealthy nations and developing economies. In many ways, they are businesses of adventure, but are also building global communities and creating wealth at every level. The industries also support a number of innovative specialist fields including eco-tourism and global volunteering.

WHAT YOU STUDY

Topics include tourism marketing, consumer behaviour, services marketing, communications and developing tourism products. The degree offers practical and vocational workplace skills, and knowledge of the tourism industry together with a broader conceptual base that covers the principal areas of business necessary for senior level management.

*Subjects from the TAFE component of this degree are not available in Spring Session. Please seek academic advice regarding subject selection at the time of enrolment
 ^Not all four majors in the Bachelor of Commerce can be undertaken at regional campuses.



“There are so many different areas in hotel management that we learn in the course, including food and beverage, reservations, management and marketing. The degree is an excellent balance between learning about business functions and practical operations.”

“I am also studying a Certificate III in Retail as I work as a manager in a popular restaurant chain. All of these skills and the knowledge I am acquiring are making me highly valued as an employee as I understand the reasons behind strategic business decisions.”

STEFFI CHUNG

Bachelor of Commerce (Hospitality)



INTERNATIONAL STUDENTS

The University of Wollongong connects people who want to learn new things and improve the world around them. In Australia, UOW brings together over 32,000 students and staff from over 130 nations. With connections to over 200 universities in 35 countries, UOW is truly an international university. We have nurtured a welcoming multi-ethnic community that helps students from all backgrounds settle into the Australian lifestyle and strengthen their university experience.

At the University of Wollongong (UOW) we want you to succeed. We are committed to providing you with all the connections you need to achieve the future you want, whether that means an accredited qualification, employment experience, global perspectives or exposure to world-class research.

SCHOLARSHIPS:

The University provides Undergraduate Excellence Scholarships of a 25% reduction off international tuition fees to high-achieving students. The Faculty of Business also offers a Faculty Merit Scholarship providing a further 25% reduction for students with outstanding results.

uow.edu.au/future/international/apply/scholarships

STUDENT VISAS:

All international students require a student visa to study at the University of Wollongong. This must be obtained before travelling to Australia. You may find it helpful to have an in-country UOW representative or an agent to assist you in the visa application process.

uow.edu.au/future/international/accept/visa

INTERNATIONAL STUDENTS WEBSITE:

Translated in fifteen languages, the international students website has everything you need to know about studying at UOW.

uow.edu.au/future/international

FEES:

Our international fees booklet contains prices for our business related undergraduate degrees.

uow.edu.au/future/international/apply/fees

MEET WITH US IN YOUR COUNTRY:

Come and see us at different events across the globe about studying at the University of Wollongong. We can answer questions you may have, provide advice on entry requirements and even help with making your application on the day!

uow.edu.au/future/international/events

ENGLISH REQUIREMENTS:

The English requirements for UOW's Business courses are shown in the table below.

TEST	OVERALL SCORE	READING	WRITING	LISTENING	SPEAKING
IELTS	6.0	6.0	6.0	5.0	5.0
TOEFL (Internet based)	79	18	18	16	16
UOW College – English for Tertiary Studies	Pass	Weighted average mark of 50			



“ I applied to be a PASS Leader in my second year. I gained precious experiences in coaching, mentoring and presenting. I used to be afraid of speaking in public, but I overcame that soon after I became a PASS Leader. I also developed my leadership skills which is very helpful in my current career.

I think very highly of UOW as a graduate: everything I experienced, the opportunities and support the University gave me. Without my four years at UOW, I don't think I would be where I am at today.

YINGYAN ZHOU

Bachelor of Commerce (Dean's Scholar) (Accountancy, Finance)
Senior Accountant, KPMG Wollongong

OTHER DEGREES YOU MAY LIKE

This booklet is just a sample of the degrees on offer at UOW. Here are a few more from different study areas that may interest you.

Bachelor of Laws

The Bachelor of Laws delivers a solid and highly practical legal education for an extensive range of legal work. You will cultivate reasoning and critical skills to analyse and articulate appropriate and original responses to often complex matters. You will also learn how to investigate, evaluate and interpret legal research and communicate legal concepts effectively.

go.uow.edu.au/blaws

Bachelor of Arts

Studying Arts at UOW allows you to tailor a degree specifically to your interests. Our flexible options let you choose the direction your program takes, such as specialising in a political, historical, international or creative discipline. The degree is made up of subjects with origins in the humanities: history, literature, languages and philosophy—and the disciplines of social sciences: cultural studies, sociology and politics.

go.uow.edu.au/barts

Bachelor of Communication and Media Studies

Communication and Media Studies will prepare you to succeed in advertising, public relations and corporate branding. You will be able to research, plan, execute and manage marketing campaigns and acquire skills in issue management, product publicity, crisis communications, digital media and media relations.

go.uow.edu.au/bcms

LEARN MORE

SEE US FOR YOURSELF

This book is a just a part of who we are and what we do. Come and meet us face to face, and we'll show you why UOW is the place for you.

2015 UOW OPEN DAY Saturday 15 August, Wollongong Campus

2015 SYDNEY CBD OPEN DAY Saturday 29 August, 10am – 2pm
1 Macquarie Place, Sydney (Gateway Building)

FREE WOLLONGONG CAMPUS TOURS Every Friday, 10am and 3pm

GET IN BRIGHT AND EARLY

Would you like to secure your place at UOW before you sit your HSC exams? Our Early Admissions program can help you get there.

uow.edu.au/future/early-admission

FACULTY OF BUSINESS

+61 2 4221 4478

business-enquiries@uow.edu.au

uow.edu.au/study/business

business.uow.edu.au

GENERAL ENQUIRIES

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facebook.com/uowfuture

**UNIVERSITY OF
WOLLONGONG**
AUSTRALIA



PERSONALISED EXPERIENCES : WORLD-CLASS RESULTS

The University of Wollongong attempts to ensure the information contained in this publication is correct at the time of production (April 2015); however, sections may be amended without notice by the University in response to changing circumstances or for any other reason. Check with the University at the time of enquiry for any updated information. UNIVERSITY OF WOLLONGONG CRICOS: 00102E