The Faculty of Commerce has a strong reputation within Australia and overseas for the quality of its teaching and research. Our reputation is reflected in the business community's demand for our graduates.

Studying socially innovative commerce at UOW is an undertaking to work for the creation of better futures for individuals, organisations and communities.

GRADUATE DESTINATIONS

- Accountant (Commercial, Forensic, Public or Tax)
- Advertising Executive
- Auditor (Internal or External)
- Banker
- Brand Manager
- Business Owner
- Communications Officer
- Credit Analyst
- Economist
- Entrepreneur
- Event Planner
- Environmental Modeller
- Financial Analyst
- Financial Planner
- Financial Systems Designer
- Human Resources Director
- Hospitality Executive
- Insurance Broker
- Investment Analyst
- Market Researcher
- Marketing Executive
- Personnel Officer
- Public Policy Planner
- Public Strategy Specialist
- Public Relations Consultant
- Product Manager
- Quality Controller
- Sales Executive
- Stock Broker
- Statistician
- Supply Chain Manager
- Sustainability Consultant
- Taxation Consultant
- Teacher
- Tourism Executive
- Venture Capitalist

Full details of courses offered can be found at: www.uow.edu.au/handbook/current
BACHELOR OF COMMERCE WITH MAJORS

All students enrolled in a Bachelor of Commerce study the principles of responsible commerce in their first year, along with the core disciplines of accounting, economics, finance, management and marketing. In second year, students discover specialised areas of study by choosing from 12 majors. In the third year, every student undertakes the new capstone subject, ‘socially innovative commerce’, while continuing in-depth study in their chosen majors.

BACHELOR OF COMMERCE WITHOUT MAJOR

This degree allows students to undertake a broad education in commerce. Students complete core commerce subjects along with ‘socially innovative commerce’. They are openly able to select subjects from all Commerce disciplines without being restricted to any particular major.

MAJORS

ACCOUNTANCY

Bachelor of Commerce (Accountancy)

Whether working for a multinational company, a government agency, or in public practice, accountants play a pivotal role in advising management or their clients on the financial direction of the enterprise. This major prepares students for a career in all levels of industry, with an emphasis on integrating theory and practice that provides experience in the many diverse areas of accountancy. On completion, students will have the necessary skills and qualifications to work as an accountant. Graduates who have completed the prescribed degree program (the Accountancy major plus other specified subjects) can apply to join the Certified Practicing Accountant body (CPA Australia) and the Institute of Chartered Accountants in Australia (ICAA). Graduates are also eligible to apply for membership with the Association of Chartered Certified Accountants and the Chartered Institute of Management Accountants.

BUSINESS INNOVATION

Bachelor of Commerce (Business Innovation)

Business Innovation is a crucial source of competitive advantage and the prime mover of economic growth. The Business Innovation major is designed to enable students to thrive in an ever-changing business environment. This major combines concepts from management, marketing and economics in a non-technical and accessible manner. This framework provides students with the tools and knowledge base to successfully create and adopt innovations.

FINANCIAL PLANNING

Bachelor of Commerce (Financial Planning)

Financial planners must have an understanding of finance and accounting, management and marketing. Financial Planning is the design of specific financial outcomes that meet a client’s unique needs, financial resources and objectives. It incorporates aspects of investment planning, taxation and social services planning, retirement planning, risk planning and estate planning.

This major develops skills including tax planning, investment analysis, portfolio management, risk and insurance planning, and estate planning, all of which are needed for recognition by the Australian Securities and Investments Commission (ASIC) and the Financial Planning Association (FPA). This major prepares graduates to work as financial planners for banks, life insurance companies or credit unions; funds managers; corporate entities; or to be self-employed. The degree is recognised by the Financial Services Institute of Australasia (FINSIA) and is accredited with the FPA for entry into the FPA Certified Financial Planner Education Program.

BUSINESS LAW

Bachelor of Commerce (Business Law)

This major provides graduates with the skills and knowledge base required to successfully understand the context, application and impact of law on the structures and transactions of business. The Business Law major covers topics including the law of business organisations, eCommerce law, contract law, taxation law, Occupational Health & Safety law and labour relations law; and complements studies in other disciplines by providing a legal perspective.

*This major is not available for students undertaking a double degree with the Faculty of Law.

ECONOMICS

Bachelor of Commerce (Economics)

Economics provides an understanding of the operation of the economy at both macro and micro levels. This major covers policy analysis relating to modern business, health care, the environment, the labour market, national economic management, and international monetary issues. Students will develop a historical understanding of the Australian economy, and will develop analytical tools that are applied to a wide range of topics affecting the national and international economy. Important issues explored include unemployment, the level of national debt, international trade, the extent of poverty and problems confronting developing countries. Economics graduates have the necessary skills and knowledge for a variety of careers or for further study. Students with an economics major have moved into careers in international, financial and policy institutions, and as economic advisers and policy analysts in the public sector and business organisations.

FINANCE

Bachelor of Commerce (Finance)

Finance studies the ways in which individuals, businesses, and other organisations raise, allocate and use money. Individuals need to allocate their savings among different investment alternatives. Businesses and other organisations need to raise and invest capital to provide value for their owners, and individuals, businesses and other organisations use financial markets to exchange capital with each other.

The Finance major covers topics like business finance, financial markets and institutions, investment analysis, financial modelling, portfolio management, international finance,
and risk and insurance. The Finance major is recognised by the Financial Services Institute of Australasia (FINSIA).

Finance can be a rewarding career for those interested in analysing and solving financial problems. The study of finance can also complement studies in another area of Commerce, allowing students to develop a better understanding of the firm as a whole. Since finance underlies all business functions, a sound understanding of financial decision-making is essential for business success.

BACHELOR OF MATHEMATICS & FINANCE
Students interested in Finance may also like to consider the Bachelor of Mathematics & Finance. More information is on page 79.

HUMAN RESOURCE MANAGEMENT
Bachelor of Commerce (Human Resource Management)

Business firms and the public sector increasingly recognise that a major source of sustainable success is found in capable and productive human resources. The Human Resource Management (HRM) major focuses on the human side of organisations. The major is accredited by the Australian Human Resources Institute and is relevant to students wishing to pursue a professional career in HRM, as well as to those students who see people management as a necessary part of their future skills portfolio.

This major provides students with an understanding of human resource management theories, concepts and applications, including detailed study of theory and practices in key functional areas of HRM such as job analysis, recruitment and selection, training and development, change management, organisational behaviour, organisational analysis, and occupational health and safety management.

INTERNATIONAL BUSINESS
Bachelor of Commerce (International Business)

The International Business major gives you an awareness and understanding of business in other cultures and regions. It prepares you to respond to the intricacies of international business, including the impact of differing cultures and languages, issues posed by differing markets, and differing government regulations.

You will gain an understanding of international trade theory and policy, strategic management, cultural diversity, communications and decision-making as they relate to contemporary international business issues including financial management, employment relations, industry and trade in South-East Asia, and international marketing and management.

As advances in technology make the world ‘smaller’, employers are increasingly seeking graduates with international business skills. This major develops the skills needed for a career in transnational corporations or large non-government organisations (NGOs) in Australia and across most industries globally.

MANAGEMENT
Bachelor of Commerce (Management)

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. Managerial skills include the ability to make sound judgements on all issues that arise within a business, and to achieve objectives through organisational skills.

This major combines subject areas including business communications, organisational behaviour, human resource management, strategic management, operations management and quality management. It aims to develop a theoretical and practical understanding of the complexities of management; as well as skills in decision making, conflict resolution, administration and communication.

MARKETING
Bachelor of Commerce (Marketing)

A Marketing major provides graduates with the skills to generate products and services for which there is a defined customer need, and to position those products or services in the market with effective branding, promotion, pricing and distribution strategies.

This major is geared towards problem-solving and management decision-making. Through subjects including market research, Internet marketing and international marketing, students learn how to analyse, plan, organise, motivate and control the marketing process; as well as the communication and creative thinking that are essential to successful marketing.

PUBLIC RELATIONS
Bachelor of Commerce (Public Relations)

The Public Relations major produces graduates with the knowledge and skills to communicate with and build relationships between people, businesses, communications and social networks. On completion of this major, graduates will be equipped to pursue a public relations career in business, government or the community sector.

In addition to management and marketing subjects, the major includes subjects in corporate branding, public relations concepts, strategies and campaigns.

SUPPLY CHAIN MANAGEMENT
Bachelor of Commerce (Supply Chain Management)

Supply Chain Management (SCM) is a critical area of competitive advantage for organisations. SCM involves managing the flow of products, services and information from the suppliers, through value adding intermediaries, to the customer’s customer. It includes managing technical processes such as procurement, manufacturing and marketing within the firm; and relationships between organisations such as manufacturers, distributors, wholesalers and retailers. An understanding of people and relationships are essential skills in managing these relationships.

The Supply Chain Management major is designed to enable students to gain an overall understanding of supply chain structure and related interfaces. It provides the opportunity for students to specialise in a number of areas such as logistics, operations, systems thinking, quality and supply chain strategies.

MINOR STUDIES
Bachelor of Commerce students can choose to minor in all major areas of study except Financial Planning. Minors in Electronic Commerce and Business Information Systems are also available.

FURTHER STUDY
→ Bachelor of Commerce (Honours): available to graduates who meet the high standard of achievement required for progression to this research-based one-year course.
→ Coursework or Research Masters: the Faculty offers a wide range of Masters programs for graduates of the Bachelor of Commerce or Bachelor of Business Administration.
→ Doctor of Philosophy (PhD): available to graduates who have demonstrated research potential through completion of either Honours or a Masters program.

BUSINESS ADMINISTRATION
EVENT MANAGEMENT
Bachelor of Business Administration (Event Management)†

This program is jointly delivered by UOW and TAFE, and is designed to provide a broad and comprehensive preparation for a career in event management. Students complete their UOW business degree concurrently with event management studies at TAFE. Upon completion, students will be awarded a degree from UOW and a Diploma of Event Management from TAFE.
†This course is available at the Wollongong, Shoalhaven and Loftus campuses.

HOSPITALITY
Bachelor of Business Administration (Hospitality)†

This program is jointly delivered by UOW and TAFE, and is designed to provide a broad and comprehensive preparation for students wishing to pursue a management career in the hospitality industry. The program delivers specialist practical training in a variety of sectors in the hospitality industry along with the managerial skills and concepts needed for a career in senior hospitality management. Students undertake their UOW business degree concurrently with their hospitality studies at TAFE.

Upon completion, students will be awarded a degree from UOW and a Diploma in Hospitality from TAFE. To be eligible for this course, students must be 18 years of age by 1 April in their first year of TAFE enrolment.
†This course is available at the Loftus and Wollongong campuses.

TOURISM MANAGEMENT
Bachelor of Business Administration (Tourism Management)†

This program is jointly delivered by UOW and TAFE, and is designed to provide a broad and comprehensive preparation for a career in tourism management. Students undertake their UOW business degree concurrently with tourism management studies at TAFE. Upon completion, students will be awarded a degree from UOW and a Diploma of Tourism Management from TAFE.
†This course is available at the Wollongong campus only.
DANIEL JONES
Bachelor of Commerce

I have lived in Wollongong for ten years, so UOW is the closest uni. It also has great employment prospects and looked like a good place to invest the next few years of my life.

My favourite thing about UOW is the lecturers who take a personal interest in my studies, who offer time and resources to ensure that I grasp the things they are teaching me. Also, the UOW campus is awesome! There are so many places to meet people or just quietly study.

I’d like to use my commerce degree creating micro markets and trade and supply chain routes in third world countries in order to inject money into local economies in struggling areas.
DEAN’S SCHOLAR
BACHELOR OF COMMERCE

The Dean’s Scholar degrees provide an enriched educational experience for high-achieving students. Entry is by separate application, with a minimum UAI requirement of 93 (or equivalent). An interview may be required as part of the application process.

Dean’s Scholar degrees fulfil the same requirements for their respective courses, but may be permitted to take accelerated programs after their first session. They also receive one-to-one mentoring from an academic in their selected discipline, special opportunities to attend workshops and seminars, and may obtain access to work experience relevant to their proposed careers. They are awarded a special book allowance of $500 ($250 for part-time study) and gain entry into a leadership program. Dean’s Scholars are well prepared for their future role as business leaders.

Current Commerce students may apply to transfer to the Dean’s Scholar program after the completion of a minimum of 48 credit points (one year of full-time study) at UOW. HSC Students must apply through UAC and submit a separate Dean’s Scholar application form to the Faculty of Commerce. Applications for the Dean’s Scholar program close on the same date as UAC. Non-HSC students must also submit a Dean’s Scholar application.

Contact the Faculty of Commerce, or UniAdvice on 1300 367 869 or uniadvice@uow.edu.au for more information. The Dean’s Scholar degree is not a scholarship. Students intending to apply for a place in this degree are encouraged to apply for a UOW undergraduate scholarship (see page 32).

Application forms can be downloaded from: www.uow.edu.au/commerce/forms

GRADUATE PROFILE

DENISE MICHEL
BACHELOR OF COMMERCE
HUMAN RESOURCE MANAGEMENT
BACHELOR OF SCIENCE (PSYCHOLOGY)

Training and Software Consultant, Deloitte
I deliver training and provide support to clients on CaseWare IDEA, data analysis software at Deloitte. There are a few ways that my UOW studies have helped me in my role.

The lecturers at UOW provided valuable insight into theory and their experiences. I still remember these stories and consider their advice when similar situations arise. Also, the course content provided great exposure to workplace theory—I still refer to the textbooks and assignments.

I chose UOW primarily based on its strong reputation. I was always reading and hearing that the lecturers, courses and campuses were highly respected.

Additionally, the campus grounds are amazing. It felt like an environment where I’d like to study.

At UOW, you have the opportunity to develop great friendships with peers but also the university staff. We are still in contact and are always reflecting on those days. These relationships contributed to a wonderful five years that I will always remember.

Current Commerce students may apply to transfer to the Dean’s Scholar program after the completion of a minimum of 48 credit points (one year of full-time study) at UOW. HSC Students must apply through UAC and submit a separate Dean’s Scholar application form to the Faculty of Commerce. Applications for the Dean’s Scholar program close on the same date as UAC. Non-HSC students must also submit a Dean’s Scholar application.

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Application forms can be downloaded from: www.uow.edu.au/commerce/forms
Iris Day
Bachelor of Commerce Dean’s Scholar

I chose UOW because it gave me a chance to participate in the Dean's Scholar program. This gives me access to extra facilities and an academic mentor to support my studies.

I love the friendly atmosphere at UOW, and the size of the place means I can talk to lecturers and tutors on a one-to-one basis.

I hope to eventually work for the government in economic policy. In my economics major I can choose different electives that focus on this specific area.