Curtin Business School, through industry-connected innovative teaching and research, develops internationally focused graduates who are committed to excellence.

DR SANDY CHONG
Bachelor of Commerce (Management and Marketing), Hons (Marketing), PhD Information Systems
Winner, Curtin Alumni Community Service Award 2015

Dr Sandy Chong is inspiring young people across Australia and South East Asia to achieve their career dreams. Sandy recognises the impact education has had on her career and has been determined to give back to the community by mentoring young people, conducting leadership workshops and public speaking.

“The world is changing so fast. In order to make yourself marketable you need to be very agile and very flexible, and you can’t be that if you don’t have a macro perspective of things. Curtin’s celebration of diversity really helped me cultivate vital and multidisciplinary skills to excel in life.”

In particular, Sandy has been instrumental in supporting young women by being a mentor since 2002. She serves as an Executive Member on the United Nations Association of Australia, at the United Nations Women International Women’s Day Committee, and is a winner of the Singapore Management of the Year merit award.
Go places with a degree from Curtin Business School. We’ve once again received 4 Palmes of Excellence for significant international influence in the Eduniversal Business School Rankings 2015.

REPUTATION
As one of Australia’s top business schools, Curtin Business School (CBS) offers a wide range of quality courses and flexible study options.

Our business degrees are recognised globally through CBS’s accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International. We regularly review and update our courses to ensure they meet the needs of industry and standards of relevant professional accrediting bodies.

RESEARCH
With access to high-tech research facilities and highly accomplished academic mentors, you will be exposed to a variety of applied research projects that are conducted in close partnership with key industry players.

INDUSTRY CONNECTIONS
In business, it’s not only what you know, it’s who you know. CBS has one of the most extensive industry advisory group networks of any Australian business school. It comprises around 70 business leaders who use their knowledge and experience to shape course content. Our many sponsorships, partnerships, agreements and relationships with government, businesses and organisations provide you with opportunities to engage with industry experts, attend networking events, and gain practical experience from course projects and industry work placements.

INTERNATIONAL EXPOSURE
As a CBS student, you will receive a diverse, challenging and rewarding education that encourages international and intercultural awareness. With a community of over 13,000 students from more than 140 countries, CBS will help you gain a truly international perspective.

Along with our Perth campuses, we have campuses in Malaysia and Singapore, as well as international partners and offshore programs around the globe. You will have a real opportunity to develop an international network during your time at Curtin.

GET CONNECTED
Placing a wealth of industry expertise at your fingertips, CBS Industry Connect can help you gain a competitive edge and increase your professional prospects. We give you the chance to connect with successful businesses and leaders through a range of exclusive opportunities, including internships, networking events, training sessions and guest lectures.

business.curtin.edu.au/experience

BUSINESS INTERNSHIPS
With CBS’s new Business Internship Unit, you can gain professional work experience while you study.

Through our partnership with the Chamber of Commerce and Industry of Western Australia, you could intern at a relevant business and work on a real-world project related to your area of study.

Not only does a business internship give you credit towards your degree, it will also give you industry experience and practical skills that could make you more valuable to employers.

business.curtin.edu.au/internship

“Aside from gaining employment in the retail banking and financial management sectors during my studies, being a CBS student assisted me in obtaining work experience and internships with bigger-scale companies such as KPMG and CLSA Asia-Pacific Markets.”

Rachel Lincoln
Current student
Bachelor of Commerce (Business Law)
As a CBS student on Curtin’s main campus in Perth, Western Australia, you’ll have exclusive access to a number of facilities that go far beyond the classroom.

**WESFARMERS COURT**
We have recently transformed Wesfarmers Court into a vibrant business precinct at the northern end of the Bentley Campus.

The three-stage development has been designed to encourage industry collaboration with students and staff on campus. This innovative precinct features a retractable roof, large outdoor video screen, flexible seating and a prominent ticker-tape display.

**CAFÉ ANGAZI**
Café Angazi is situated in the heart of the business precinct. It’s the perfect place to meet up with friends for a coffee or to fuel up for the day ahead.

**CURTIN LAW SCHOOL**
Our new law school in the Perth Central Business District will allow law students to undertake some of their studies in close proximity to the main courts. You’ll have the opportunity to gain applied industry experience via a legal clinic within the school and study alongside barristers in proposed private practice chambers intended to be housed within the building. You’ll also benefit from simulated court proceedings in our new moot court facility.

**STUDENT PRECINCT AND TECH LOUNGE**
This stylish precinct features multiple learning areas including a specialised interview room, a classroom fitted with SMART Board technology and an open area for collaborative study.

**COMPUTER LABS**
Our computer labs are open round-the-clock and can be used for completing assignments, checking emails, searching the internet, downloading lecture notes, printing, photocopying and viewing iLectures.

One of our labs, 402.351, is designated for student use only and does not have classes scheduled to it.

**CBS TRADING ROOM**
Located near Wesfarmers Court is the CBS Trading Room. This facility is currently the only one of its type in Western Australia.

With 20 Bloomberg Professional licences and Wall Street-inspired terminals, students have access to the premier source of financial and economic data used by many of the world’s largest organisations. Paired with this powerful software is an array of audiovisual technology including international news services and live stock prices.

**THE AGENCY**
Experience first-hand how major global brands monitor their digital presence at The Agency, our newest facility for on-campus and online business students.

Nine large screen monitors, including three touchscreens, allow you to follow live posts about events and campaigns on Facebook, Twitter and other social media platforms.

You can develop core skills in social media marketing using Radian6 analytics software. Radian6 allows you to monitor social media activity with the aim of improving a business’s marketing activities, brands and reputation.
We offer a range of services to help you get the most out of your time at CBS. Getting involved is a great way to meet new people, make lifelong friendships and build strong networks.

STUDENT SERVICES
Student Services is the first point of contact for future and current CBS students. You will find information and advice on admissions, enrolments, changing units, selecting majors, complaints, timetabling, examinations, assessment extensions, fees and leave of absence. Student Services can also direct you to CBS Student Service Officers to help you with your study choices or career options.

[link]

STUDENT MENTORS
A CBS student mentor will be assigned to every new-to-Curtin student during Orientation Week. They’ll be available to answer questions you have about university life, courses and enrolment, IT, or student support. If they can’t help you out, they’ll refer you on to the relevant staff member or support services area. Student mentors are a fantastic source of support for new students.

[link]

CBS STUDENT CLUBS AND ASSOCIATIONS
Join a club and build your networks and experiences with other students, academics, industry and the community. Engage and connect with those who share your interests.

[link]

CBS COMMUNICATION SKILLS CENTRE
Our classes and resources help you identify ways to improve your academic writing, think critically and communicate your ideas more clearly. We provide free workshops and short courses, as well as print resources and online support through our Blackboard site, which is automatically made available to new students.

[link]

SCHOLARSHIPS
There are 47 scholarships available for domestic undergraduate business students and 24 available for international students at the time of printing.

SIGN UP FOR THE SCHOLARSHIP EMAIL ALERT
Get an email alert whenever a scholarship that matches your criteria is open for applications. You’ll also get a reminder email one week before the application closes.

[link]
Curtin Business School gives you a truly global education. Based in Perth, Western Australia, we also offer courses at our campuses in Malaysia and Singapore, at partner institutions and online.

WHY PERTH?
Get a great education from Curtin Business School and do it all in one of the world’s most pleasant cities.

As the capital of Western Australia, Perth is safe, prosperous and multicultural - an ideal destination for students and tourists alike. You’ll benefit from a strong healthcare system, a well-developed education system and rapidly expanding infrastructure programs. It’s no wonder Perth was once again ranked as one of the world’s top 10 most liveable cities by The Economist Intelligence Unit in 2015.

TRANSFER OPPORTUNITIES
Studying at Curtin doesn’t mean you of your course with no interruption to Travelling and experiencing different cultures while you study can add a valuable dimension to your studies and help expand your horizons.

¿Qué trabajos ofrece la serie natural del documento como si leyeras su contenido naturalmente? No engañes.
Wherever your strengths lie, our huge range of business courses means you can find one that’s right for you.

What do you excel at?

**NETWORKING**
If you...
- enjoy meeting new people
- recognise where and when to help others
- support and encourage others
- always follow up

then you may be interested in...
- Human Resource Management ..................................p36
- Industrial Relations ......................................................p36
- International Business ..............................................p38
- Property Development and Valuation ..............................p46
- Public Relations .................................................................p48
- Tourism and Hospitality ..................................................p50

**ORGANISING**
If you...
- keep things simple
- adhere to schedules
- set goals
- prioritise and multitask
- solve problems in innovative ways

then you may be interested in...
- Business Administration ...............................................p52
- Business Law ..................................................................................p28
- Event Management .................................................................p34
- Law ............................................................................................p14
- Logistics and Supply Chain Management ................................p40
- Management ................................................................................p42

**CREATING**
If you...
- have a lot of ideas
- believe in the power of imagination
- enjoy new experiences
- take risks
- strive to be original

then you may be interested in...
- Advertising ..................................................................................p22
- Entrepreneurship ........................................................................p32
- Event Management ........................................................................p34
- Marketing .........................................................................................p44
- Tourism and Hospitality ...............................................................p50

**ANALYSING**
If you...
- apply logical thinking
- visualise, articulate and design solutions to problems
- make good decisions
- formulate plans

then you may be interested in...
- Accounting ..................................................................................p20
- Accounting Technologies .........................................................p20
- Banking ..........................................................................................p24
- Business Information Systems (Professional) ................................p26
- Business Information Technology (Professional) .....................p26
- Business Law ..................................................................................p28
- Economics ......................................................................................p30
- Finance ...........................................................................................p24
- Law .................................................................................................p14
- Taxation ...........................................................................................p20

EXPAND YOUR CAREER OPTIONS
Many of our courses can be mixed and matched with others to form double majors or double degrees. Check out our courses section from page 14 for more information.
OUR COURSES

If you’re considering a career in business, CBS offers a range of degrees and course majors to suit your interests. You can study a single or double major, mix your business studies with a major or minor from another faculty, or take on a double degree to expand your career options.

BACHELOR OF LAWS ................................................................................................ p14
The Bachelor of Laws is offered as a three-year, fast-tracked course. You can pair your law degree with the Bachelor of Commerce (selected majors) or Bachelor of Arts (selected majors). Taking two degrees will extend the duration of the course.

BACHELOR OF COMMERCE ....................................................................................... p16
The Bachelor of Commerce is a diverse degree with an international focus. You will gain a broad range of business management skills and graduate with a degree that’s internationally recognised.

BACHELOR OF BUSINESS ADMINISTRATION .......................................................... p52
The Bachelor of Business Administration is a diverse degree with an international perspective of a single business area. It combines a series of units that emphasise the focus areas of the course. You must study at least two second-year level units and one or two first-year unit.

Our business graduates land diverse and interesting careers all over the world. Whichever career path you decide to take, a business degree from Curtin will really open doors.

YOUR STUDY LOAD

DOMESTIC STUDENTS
If you’re a domestic student, you can study CBS course units at Curtin part-time or full-time.

Full-time study means you enrol in three or four units per semester (75-100 credits). This translates to around 30 hours’ work per week, including classes and private study.

Most classes are scheduled during the day, but evening attendance may be necessary for some units.

Part-time study means undertaking one or two units per semester (25-50 credits). This option reduces your weekly workload considerably but extends the duration of your course. You’ll usually attend evening classes, but may attend day classes if it’s convenient.

INTERNATIONAL STUDENTS
Student visa requirements mean that if you’re studying in Australia, you must study 100 credits per semester, on-campus, for most Curtin courses. A small number of courses allow a study load of 75 credits.

A DOUBLE MAJOR is two full majors within one course. A double major will give you an in-depth perspective of two business areas. The units of your second major are usually chosen for you.

Example qualification: Bachelor of Commerce (Marketing and Advertising).

An INTERFACULTY MAJOR combines your business major with an eligible humanities major so you can gain a valuable blend of skills. You can apply for either a Bachelor of Commerce or a Bachelor of Arts degree.

Example award: Bachelor of Commerce (Marketing and Chinese). A DOUBLE DEGREE lets you complete two complementing bachelor degrees within a shorter timeframe than it would take to complete two degrees separately. Find out more on page 54.

Example qualification: Bachelor of Commerce (Marketing) and Bachelor of Arts (Chinese).

POSTGRADUATE PATHWAYS

Postgraduate study at CBS can help you acquire new skills and stand out in the job market. High achieving undergraduate business graduates can study the following:

- Master of Business Administration (Global)
- Master of Commerce with a major in Marketing, Applied Finance, Supply Chain Management, Information Systems and Technology, Advanced Accounting CPA Australia Extension or Professional Accounting
- a CBS graduate certificate or graduate diploma.

The Master of Commerce is only available if you wish to study a different subject to your undergraduate major/s. To study a CBS postgraduate course other than those specified above, you must complete at least three years’ relevant work experience.

business.curtin.edu.au/postgrad
Curtin’s Bachelor of Laws can lead to your admission into the legal profession, enabling you to give legal advice, perform legal work and appear in court as a lawyer.

business.curtin.edu.au/law

WHY CHOOSE LAW?
- You’ll undertake some of your studies at our new law school in the Perth CBD, in close proximity to the main courts.
- You’ll have the chance to fast-track your studies and graduate in only three years.
- Our high-quality teaching staff give you first-hand knowledge of the legal profession.
- You can choose optional units that focus on high-demand areas for law graduates.
- You can get involved in your chosen field through classes, mentoring programs, voluntary work and industry placements.

Study in Belgium

Imagine living and studying in a medieval city, surrounded by 13th century architecture and stunning landscapes in the middle of summer. As a Curtin law student you could study at Ghent University in Belgium as part of our Ghent summer law program.

You’ll study law units at Ghent and can apply directly to international law firms in Brussels, Paris or London to undertake a short internship before or after the program.

Career opportunities

- Criminal lawyer
- Family lawyer
- Employment lawyer
- Mining lawyer
- In-house counsel
- Human rights lawyer

“Accessible and supportive staff, insightful lectures and practical seminars have provided me with exceptional legal knowledge and skills. I feel well-equipped and confident pursuing a career as a lawyer following my studies.”

Sanja Nenadic
Bachelor of Laws

An undergraduate degree in law is the first qualification you need if you want to practise as a lawyer in Australia.

Key: V = Verbal | Q = Quantitative | WE = Written English | F = Full-time | E = External | P = Part-time

International students studying in Australia on a student visa are not eligible to study part-time or fully online.

COURSE ESSENTIALS

<table>
<thead>
<tr>
<th>CRICOS CODE</th>
<th>INDIWATIVE ATAR</th>
<th>DURATION</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>077962B</td>
<td>90</td>
<td>3 years</td>
<td>Bentley and Perth city</td>
</tr>
</tbody>
</table>

PREREQUISITES: None

DESIURABLES: None

INTAKE: Feb

STUDY MODE: F, P

Units

Year 1
- Legal Foundations
- Legal Research and Writing
- Introduction to Tort Law
- Introduction to Contract Law
- Law, Society and Justice

Year 2 (trimesters)
- Constitutional Law
- Fundamentals of Criminal Law
- Statutory Interpretation
- Property Law Principles
- Administrative Law
- Real Property Law
- Criminal Responsibility and Procedures
- Evidence
- Principles of Equity
- Corporate Law
- Civil Procedure
- Professional Responsibility

Year 3 (trimesters)
Choose 12 out of 23 optional units to specialise in high-demand areas such as mining and resources, human rights or native title law.
The Bachelor of Commerce is CBS’s principal course and is an internationally recognised business qualification. You can choose from a variety of business specialisations to suit your individual passions and career goals.

business.curtin.edu.au/commerce

Curtin’s commerce degree is designed to help you gain the theory and practical skills you need to be confident and ready for the job market. You will be taught by experienced staff and will have opportunities to interact with businesses and learn in real workplace scenarios. You will graduate with a Bachelor of Commerce degree regardless of which areas you choose to specialise in.

Our graduates go on to a diverse range of careers, for example as accountants, advertising executives or financial analysts.

Double degrees available
Depending on which major you choose, you could pair your Bachelor of Commerce with a Bachelor of Laws, Bachelor of Arts, Bachelor of Engineering or Bachelor of Science.

See page 54 for available double degree majors or visit courses.curtin.edu.au

“I chose to study at Curtin for a number of reasons, including the flexibility of the class times and because commerce degrees from Curtin have a good reputation in the Perth market.”

Loretta Collins
Senior Consultant in Tax and Legal, PwC, Perth
Bachelor of Commerce (Accounting and Taxation)

Over 14,000 students from more than 140 countries are studying undergraduate and postgraduate business courses across the seven different schools that make up Curtin Business School.
BACHELOR OF COMMERCE (CONTINUED)

COURSE STRUCTURE
In the first year of the Bachelor of Commerce you will study seven common core units regardless of which major/s you choose. In your final year you will complete the Business Capstone unit to graduate.

YEAR 1
COMMON CORE UNITS
Introduction to Accounting
Business Law
Introductory Economics
Communication in Business
Introduction to Business Information Systems
Fundamentals of Management
Discovering Marketing

1 unit from your first chosen major

YEARS 2 AND 3
SINGLE MAJOR
7 units

from your first chosen major

+ elective or minor units

DOUBLE MAJOR
7 units

from your first chosen major

+ 8 units

from your second chosen major

BUSINESS CAPSTONE
Common core unit in your final semester

BUSINESS MINORS
• Accounting for Business Decisions
• Advertising
• Entrepreneurship
• Event Management
• Human Resource Management
• Information Management in Business
• International Business
• Management
• Marketing
• Property Investment
• Public Relations
• Tourism and Hospitality

ARTS MINORS
• Advertising Design
• Art and Design – History and Theory
• Asian Studies
• Chinese
• Creative Writing
• Fine Art
• Geography
• Graphic Design
• History
• Human Rights
• Information Studies
• Internet Communications
• Internet Design
• Japanese
• Journalism
• Literary and Cultural Studies
• Photography
• Product, Furniture and Jewellery Design
• Professional Writing
• Screen Production
• Screen Studies
• Security Studies
• Theatre Arts
• Visualisation and Interactive Media

WHEN DO I HAVE TO CHOOSE MY MAJOR?
In the second semester of your first year of the Bachelor of Commerce course you will choose your area of specialisation, either a single major or double major.

CAN I CHANGE MY MAJOR ONCE I HAVE SELECTED ONE?
You can transfer to a different major or double major once per semester, usually at the re-enrolment time, however, you may have to complete extra units as a result.

FREQUENTLY ASKED QUESTIONS

BUSINESS CAPSTONE: RUN YOUR OWN VIRTUAL COMPANY
In the Business Capstone common core unit, you will compete in teams to develop and operate your own virtual company. Using internationally developed Capsim software, you’ll make decisions about market share, manufacturing, cash flow, product development and other factors that will interplay and affect your business’s performance. All Bachelor of Commerce and Bachelor of Business Administration students undertake the program in their final semester.

COMPLEMENT YOUR STUDIES WITH A MINOR
Stand out from the crowd with a business or arts minor to complement your chosen area of study. You can pursue a minor to develop a more marketable skill set or to explore a field you are passionate about. Depending on the number of electives available in your course, you could study one or two minors in business or arts to complement your degree.

To find out how to add a minor to your commerce degree, please contact Curtin Future Students. Tel: +61 8 9266 1000

business.curtin.edu.au/faq
ACCOUNTING, ACCOUNTING TECHNOLOGIES AND TAXATION

Qualified accountants are in demand around the world to help businesses, government, organisations and individuals with financial management. An accounting qualification from Curtin is accepted internationally and can go anywhere with you.

Depending on which major you choose in this field, you can develop expertise in areas such as auditing, taxation, insolvency, compliance or accounting systems and technology. You can also develop skills in a number of other areas.

business.curtin.edu.au/accounting

ACCOUNTING

This major introduces you to accounting principles, auditing, taxation, relevant areas of business law and financial management. You can examine the development and communication of information relating to the financial performance of organisations, learn to prepare reports and give advice on an organisation’s record-keeping and compliance requirements.

Professional accreditation and memberships

Graduates are accredited by, and are eligible for membership to, the following professional bodies:

- CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.
- Double degrees available

See page 54.

ACCOUNTING TECHNOLOGIES

Note: This major can only be taken as a double major with Accounting.

The Accounting Technologies major provides a comprehensive understanding of the use of technology in accounting and related areas. You’ll study issues in managerial accounting, computer accounting packages, accounting modelling, and accounting statement analysis, and explore the challenges for workplaces relying on e-commerce.

Professional accreditation and memberships

Graduates are accredited by, and are eligible for membership to, the following professional bodies:

- CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.
- Double major available Accounting.

TAXATION

Note: This major can only be taken as a double major with Accounting or a double degree with the Bachelor of Laws.

This major provides you with an in-depth understanding of taxation laws and practice in Australia and overseas. You’ll gain skills and knowledge to help you specialise in income tax, goods and services tax, fringe benefits tax, international tax, tax administration, tax structures and state taxes.

Professional accreditation

CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants, The Tax Institute, Association of Taxation and Management Accountants, and Tax Practitioners Board.

Professional memberships

CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.

Double majors available Accounting.

See page 54.

ACCOUNTING

Note: This major can only be taken as a double major with Accounting.

The Accounting Technologies major provides a comprehensive understanding of the use of technology in accounting and related areas. You’ll study issues in managerial accounting, computer accounting packages, accounting modelling, and accounting statement analysis, and explore the challenges for workplaces relying on e-commerce.

Professional accreditation and memberships

Graduates are accredited by, and are eligible for membership to, the following professional bodies:

- CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.
- Double degrees available

See page 54.

ACCOUNTING TECHNOLOGIES

Note: This major can only be taken as a double major with Accounting.

The Accounting Technologies major provides a comprehensive understanding of the use of technology in accounting and related areas. You’ll study issues in managerial accounting, computer accounting packages, accounting modelling, and accounting statement analysis, and explore the challenges for workplaces relying on e-commerce.

Professional accreditation and memberships

Graduates are accredited by, and are eligible for membership to, the following professional bodies:

- CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.
- Double major available Accounting.

TAXATION

Note: This major can only be taken as a double major with Accounting or a double degree with the Bachelor of Laws.

This major provides you with an in-depth understanding of taxation laws and practice in Australia and overseas. You’ll gain skills and knowledge to help you specialise in income tax, goods and services tax, fringe benefits tax, international tax, tax administration, tax structures and state taxes.

Professional accreditation

CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants, The Tax Institute, Association of Taxation and Management Accountants, and Tax Practitioners Board.

Professional memberships

CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.

Double majors available Accounting.

See page 54.

ACCOUNTING

Note: This major can only be taken as a double major with Accounting.

The Accounting Technologies major provides a comprehensive understanding of the use of technology in accounting and related areas. You’ll study issues in managerial accounting, computer accounting packages, accounting modelling, and accounting statement analysis, and explore the challenges for workplaces relying on e-commerce.

Professional accreditation and memberships

Graduates are accredited by, and are eligible for membership to, the following professional bodies:

- CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.
- Double degrees available

See page 54.

ACCOUNTING TECHNOLOGIES

Note: This major can only be taken as a double major with Accounting.

The Accounting Technologies major provides a comprehensive understanding of the use of technology in accounting and related areas. You’ll study issues in managerial accounting, computer accounting packages, accounting modelling, and accounting statement analysis, and explore the challenges for workplaces relying on e-commerce.

Professional accreditation and memberships

Graduates are accredited by, and are eligible for membership to, the following professional bodies:

- CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.
- Double major available Accounting.

TAXATION

Note: This major can only be taken as a double major with Accounting or a double degree with the Bachelor of Laws.

This major provides you with an in-depth understanding of taxation laws and practice in Australia and overseas. You’ll gain skills and knowledge to help you specialise in income tax, goods and services tax, fringe benefits tax, international tax, tax administration, tax structures and state taxes.

Professional accreditation

CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants, The Tax Institute, Association of Taxation and Management Accountants, and Tax Practitioners Board.

Professional memberships

CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.

Double majors available Accounting.

See page 54.

ACCOUNTING

Note: This major can only be taken as a double major with Accounting.

The Accounting Technologies major provides a comprehensive understanding of the use of technology in accounting and related areas. You’ll study issues in managerial accounting, computer accounting packages, accounting modelling, and accounting statement analysis, and explore the challenges for workplaces relying on e-commerce.

Professional accreditation and memberships

Graduates are accredited by, and are eligible for membership to, the following professional bodies:

- CPA Australia, Chartered Accountants Australia and New Zealand, Association of Chartered Certified Accountants, Institute of Public Accountants, Chartered Institute of Management Accountants.
- Double degrees available

See page 54.
Advertising is where art, science and technology collide to promote brands, causes, events and products.

A typical advertising agency is made up of five primary disciplines: account management, planning, media, production and creative. The disciplines work together to deliver effective advertising communications across television, radio, magazines, newspapers, outdoor media and online.

This major will give you an understanding of advertising business principles and processes. You’ll gain an insight into communication theory, brand management, advertising research, account planning and media planning. With this knowledge, you will be able to engage in creative recommendations and judgement. Throughout the major, you will have the opportunity to work with real brands and real clients.

Professional accreditation
International Advertising Association.

Double majors available
Marketing, Public Relations.

Interfaculty majors available
Creative Advertising and Graphic Design.

INDUSTRY ENGAGEMENT
As an advertising student you have the opportunity to attend free on-campus workshops thanks to our partnership with The Communications Council Education Network, a national organisation that aims to close the gap between study and careers in marketing.

“The Brand Management unit gave me the opportunity to work with a real client, on a real brief. We were to ‘launch’ the new Blackberry 10 – from strategy to execution. Those who excelled presented directly to Blackberry executives”

Ruby Broun
Account Coordinator, Marketforce
Bachelor of Commerce (Marketing and Advertising)

Potential graduate employers
• Advertising agencies
• Digital agencies
• Government departments
• Manufacturing companies
• Media agencies
• Publishers

Career opportunities
• Account executive
• Account manager
• Advertising manager
• Media planner
• Strategic planner

When combined with the Creative Advertising and Graphic Design major:
• Copy writer
• Creative director

COURSE STRUCTURE
Units
Year 1
Bachelor of Commerce common core units (see page 18)
Integrated Marketing Communications

Year 2
Brand Management
Advertising Account Planning
Media Planning
Public Relations Foundations OR Digital Communication Management
4 elective, minor or second major units

Year 3
Advanced Digital Media Planning
Strategic Advertising
Advertising Campaign Development OR Business Internship
4 elective, minor or second major units
Business Capstone

MADISON AVENUE, NEW YORK BECAME AN ADVERTISING HUB IN THE 1920S. THOSE WHO WORKED THERE WERE KNOWN AS ‘MAD MEN’.
The fields of banking and finance can take you anywhere in the world and to many careers. Professionals in these areas use analytical knowledge and skills to help clients find financial solutions, start new businesses or expand existing ones. You can work in corporate finance for big business, for well-known financial institutions, or in banks and financial markets in Australia and overseas. 

business.curtin.edu.au/economicsfinance

FINANCE

This major gives you a broad understanding of the structure and operations of financial markets. You’ll learn about investment evaluation and how to make decisions on funding activities and disbursement of profits. You will also examine the role of financial markets.

Professional memberships

Professional recognition
CFA Institute.

Double majors available
Accounting, Banking, Economics, Management, Marketing, Property.

Double degrees available
See page 54.

BANKING

Note: This major can only be taken as part of a double major with Accounting or Finance.

In this major, you’ll develop a working knowledge of the Australian banking and financial system. The major focuses on financial markets and institutions, covering developments in the financial sector and management of financial institutions. You’ll learn about bank lending, international trade, and banking practice and management.

Double majors available
Accounting, Finance.

CLUBS AND PROGRAMS

As a banking or finance student, you can get involved in the Wall Street Club, a student-run group offering events, industry workshops and publications centred on markets and investing.

facebook.com/wallstreetclubcurtin

Potential graduate employers

• Banks
• Brokerage firms
• Government departments
• Private businesses

Career opportunities

• Bank manager
• Credit analyst
• Corporate finance analyst
• Finance manager
• Investment banker

“During my course we were provided with the opportunity to engage in a CFA scholarship and to take part in global competitions run by the CFA Institute.”

Nathan Thomas
Investment Analyst,
Infocus Money Management
Bachelor of Commerce (Finance)
All businesses rely on information systems to obtain, process and output information. Many need professionals who can analyse the business, find ways in which information technology (IT) can improve the business’s efficiency and effectiveness, and recommend and implement solutions to make it happen.

business.curtin.edu.au/infosys

**BUSINESS INFORMATION SYSTEMS (PROFESSIONAL)**

An information systems specialist analyses and maps out an organisation’s business processes and comes up with ideas for optimising its operations.

This major caters for those who want to work on the business side of IT. You’ll learn how business information systems are selected, managed and applied to business problems, and gain an understanding of systems analysis and project management.

Professional accreditation

Professional accreditation is currently being sought from the Australian Computer Society for the Business Information Systems (Professional) single major and the Business Information Technology and Systems double major.

Double majors available

Business Information Technology, Accounting, Logistics and Supply Chain Management.

**BUSINESS INFORMATION TECHNOLOGY (PROFESSIONAL)**

An IT specialist develops, tests, implements and supports business IT systems and provides desktop or network support to staff.

This major focuses on how information technology is used to collect, process and output information in organisations, and provides an in-depth knowledge of application design, systems implementation and management.

Professional accreditation

Professional accreditation is currently being sought from the Australian Computer Society for the Business Information Technology (Professional) single major and Business Information Technology and Systems double major.

Double majors available

Business Information Systems.

**CLUBS AND PROGRAMS**

As a business information systems or technology student you can get involved in:

- the Information Systems Professional Practice program supported by the Australian Computer Society Foundation
- THINK Student Association for developing leadership and networks
- The Fresh Connection student competition.

**Career opportunities**

- Systems analyst
- Business analyst
- IT auditor
- Project manager
- Change management analyst
- IT manager

**Potential graduate employers**

- Banking sector
- Business and management consultancies
- Government agencies
- Resources sector
- Technology companies

“The Information Systems Professional Practice program was a great experience that involved a lot of reflection and research upon workplace practices and focused on making the transition to professional life easier.”

Krunal Dangar
Intern, Visagio
Bachelor of Commerce (Business Information Technology)

---

**COURSE STRUCTURE**

**Business Information Systems (Professional) units**

**Year 1**

Bachelor of Commerce common core units (see page 18)

Introductory Systems Analysis and Design

**Year 2**

Business Systems Implementation

Business Software Tools

Introduction to Business Technology

Information Security Database

Informatics Project Management

2 elective or minor units

**Year 3**

Business Systems Selection

Business Systems Management

Advanced Business Technologies

Information Systems and Technology Project 1

Business Applications

2 elective or minor units

Business Capstone

**Business Information Technology (Professional) units**

**Year 1**

Bachelor of Commerce common core units (see page 18)

Business Application Design

**Year 2**

Business Application Development

Introductory Systems Analysis and Design

Introduction to Business Technology

Information Security

Informatics Project Management Database

2 elective or minor units

**Year 3**

Advanced Systems Analysis and Design

Business Web Technologies

Advanced Business Technologies

Information Systems and Technology Project 1

Information Systems and Technology Project 2

2 elective or minor units

Business Capstone
Whether you’re working as a small business operator, for a not-for-profit organisation, or in a multinational corporation, you need to understand how the law affects your business. Owners and managers need to understand which areas of law impact upon the business, how to comply with all legal requirements and how to proactively identify and manage legal risk. Workers can benefit from knowing how the law affects their employment, property and taxation.

This major gives you a sound knowledge of the laws that govern and apply to businesses and commercial transactions. You’ll understand how the law impacts on all areas of business in a practical context, identify and manage appropriate legal risks that arise in business and learn how to meet relevant legal requirements. You’ll discover how the law is created, changed and applied to business and government and appreciate ethical issues in business situations. While this major does not qualify you to practise as a lawyer, it does meet the increasing demand for graduates who have the legal knowledge and skills to work in corporate business or government and it may be a useful stepping-stone to further law studies.

Double majors available Accounting; Marketing.
Interfaculty major available International Relations.

INDUSTRY ENGAGEMENT
This major combines theoretical and applied learning. You will be able to apply your knowledge to case studies and practical scenarios. Our staff are highly qualified, industry experienced and actively involved in research in the legal field.

CURTIN DEBATE CLUB
As a business law student you can get involved in the Curtin Debate Club. The club aims to promote public debate on a variety of topics, in addition to providing private debate training sessions. The club will help you increase your confidence, improve your public speaking skills and meet like-minded individuals in a friendly and supportive environment.

twitter.com/curtindebate

COURSE STRUCTURE
Units
Year 1
Bachelor of Commerce common core units
(see page 18)
Applied Contract Law

Year 2
Practical Employment Law
Company Law for Business OR
Business and Company Law
Property Law for Business
Practical Consumer and Competition
4 elective, minor or second major units

Year 3
Business Intellectual Property
Tort Liability for Business
Elementary Australian Tax Law OR
Introduction to Australian Tax Law
4 elective, minor or second major units
Business Capstone

Potential graduate employers
• Accounting firms
• Government departments
• Human resource areas
• Law firms
• Media and marketing firms
• Property firms
• Resources sector

Career opportunities
• Administrator
• Compliance officer
• Contract manager
• Legal administrator
• Law clerk
• Settlement agent

“The best practical experience was working with the debate club that some friends and I started with help and support from unit coordinators and university funding. The club now has plenty of members and holds two debates every semester.”

William Bel
Relationship Manager, STONE Outdoors, Victoria
Bachelor of Commerce (Business Law and Marketing)
Economists study the world around them, analyse shifts in government policy and monitor and assess industry and global trends. They are an integral part of public and private sector decision making.

Studying economics at Curtin will give you the knowledge and skills you need to analyse important real-world issues, such as trends in consumer spending, employment, profits and debt.

business.curtin.edu.au/economicsfinance

This major has been designed to give you a deep understanding of the economy and how the decisions of governments, individuals and corporations affect economic growth, employment, inflation, poverty and the environment.

You will develop a range of analytical skills and learn how to apply them to key local and international economic issues. You’ll use real-world case studies and data, and learn from industry practitioners, to help you build and practice your problem solving skills.

Professional memberships
Economic Society of Australia (WA branch).

Double majors available
Finance; Management; Marketing.

Interfaculty majors available
International Relations.

Double degrees available
See page 54.

CLUBS AND PROGRAMS
The Wall Street Club is a student-run group offering events, industry workshops and publications to economics and finance students.
facebook.com/wallstreetclubcurtin

Career opportunities
• Domestic/foreign policy advisor
• Business analyst
• Econometrician
• Economic consultant
• Economist

Potential graduate employers
• Commercial and investment banks
• International agencies and government departments
• Consultancy firms
• Major corporations in the resources sector

Full-time economists earn $1,827 per week on average in Australia.
ABS EEBTUM survey August 2013

“\n“This course gave me the strong theoretical base which continues to underlie my work today. I take great satisfaction in the fact that economic theory can be applied to almost any situation to help explain it. To me, it’s the most useful discipline.”

Cherelle Murphy
Co-head of Australian Economics, ANZ
Bachelor of Commerce (Economics and Commercial Law) (Honours)
Entrepreneurs can be found in all types of industries. What they have in common is ambition, an ability to think outside the box and the love of a personal challenge. Does this sound like you? If you want to pave your own way and bring ideas to life rather than work for someone, you could be an entrepreneur in the making.

This major is designed for enterprising people who want to start their own business, or work as internal corporate entrepreneurs. You’ll gain skills in problem solving, planning, organising and managing innovation. You’ll study the foundations of business and take a number of units that develop your skills, knowledge and expertise in developing, running and growing an entrepreneurial venture.

**Professional memberships**
Australian Institute of Management.

**Double majors available**
Accounting; Marketing.

**Double degrees available**
See page 54.

**INDUSTRY ENGAGEMENT**
Our staff have strong industry links, sit on boards for two small business centres in Perth, and are active researchers in the entrepreneurship and small business fields. You’ll have opportunities to interact with real entrepreneurs and their businesses. In your final semester you’ll work on a simulated consultancy project to road-test your skills.

**HELP YOUR IDEA GROW**
Do you have an idea or innovation that could become a high growth business? Join the Curtin Ignition Program to learn, develop, trial and prepare your business ideas for the commercial environment. Curtin offers a number of scholarships to support current student and staff participation in the program.

business.curtin.edu.au/management

---

“**I found my course to be very rewarding and it provided a great foundation for my subsequent roles. Having the theoretical knowledge allowed me to quickly add value in practical situations that needed improvement.”**

---

**SUCCESSFUL ENTREPRENEURS**
- Andrew Forrest, Founder Fortescue Metals Group
- Lisa Messenger, Founder The Messaging Group
- Janine Allis: Founder, Boost Juice
- Michael Malone: Managing Director, iNet

---

**COURSE STRUCTURE**

<table>
<thead>
<tr>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year 1</strong></td>
</tr>
<tr>
<td>Bachelor of Commerce common core units (see page 18)</td>
</tr>
<tr>
<td>Small Business Planning</td>
</tr>
<tr>
<td><strong>Year 2</strong></td>
</tr>
<tr>
<td>Human Resource Management Introduction</td>
</tr>
<tr>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Managing Operations OR</td>
</tr>
<tr>
<td>Professional Practice in Management</td>
</tr>
<tr>
<td>Environmental Issues in Business OR</td>
</tr>
<tr>
<td>Company Law for Business</td>
</tr>
<tr>
<td>4 elective, minor or second major units</td>
</tr>
<tr>
<td><strong>Year 3</strong></td>
</tr>
<tr>
<td>Management of Innovation</td>
</tr>
<tr>
<td>Introduction to Australian Tax Law OR</td>
</tr>
<tr>
<td>Event Management</td>
</tr>
<tr>
<td>Small Business Growth</td>
</tr>
<tr>
<td>4 elective, minor or second major units</td>
</tr>
<tr>
<td>Business Capstone</td>
</tr>
</tbody>
</table>

---

**Amazon, Apple and Google were all started in GARAGES.**
An event management qualification can create opportunities for you to work at the core of business, leisure, sporting and cultural activities, in many countries. Event managers are in charge of developing, organising and promoting events such as exhibitions, festivals, conferences, product launches and fundraising events.

business.curtin.edu.au/management

This major provides you with the knowledge and skills needed to succeed when managing events in Australia and overseas. You will study the sustainable management of events, the impact of events on the local and global economy, critical aspects of event planning and management, and the role of risk in event management.

You’ll gain transferable skills in critical thinking, research, academic writing, communication, teamwork and ethical reasoning.

You can enhance your studies with a secondary major in public relations or choose from a range of elective units to support your career goals.

Double majors available
Public Relations.

First held in 1906, FREMANTLE FESTIVAL is Australia’s OLDEST community festival.

INDUSTRY ENGAGEMENT
As an event management student you could undertake an internship to help organise a real event, such as the Chevron City to Surf marathon, the Cancer Council Relay for Life or the Perth Royal Show.

COURSE STRUCTURE

<table>
<thead>
<tr>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
</tr>
<tr>
<td>Bachelor of Commerce common core units</td>
</tr>
<tr>
<td>(see page 18)</td>
</tr>
<tr>
<td>Human Resource Management Introduction</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Year 2</td>
</tr>
<tr>
<td>Sustainable Event Development</td>
</tr>
<tr>
<td>Design Computing 1 OR Small Business Planning</td>
</tr>
<tr>
<td>Risk Management</td>
</tr>
<tr>
<td>Managing Operations</td>
</tr>
<tr>
<td>4 elective, minor or second major units</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Year 3</td>
</tr>
<tr>
<td>Event Management</td>
</tr>
<tr>
<td>Environmental Issues in Business OR Business Ethics</td>
</tr>
<tr>
<td>Event Risk Management OR Professional Practice in Management</td>
</tr>
<tr>
<td>4 elective, minor or second major units</td>
</tr>
<tr>
<td>Business Capstone</td>
</tr>
</tbody>
</table>

Career opportunities
• Event coordinator
• Event executive
• Event director
• Event manager
• Marketing officer

Potential graduate employers
• Conference, exhibition, sporting, events and arts venues
• Government departments
• Hotels and resorts
• Private and public companies
• Public relations consultancies
BACHELOR OF COMMERCE MAJORS

HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS

Human resources (HR) incorporates the management of people and their employment relationships within organisations. Industrial relations (IR) is a field within HR that deals with the relationship between employees and employers.

An organisation’s HR strategy focuses on maximising the return on their human resources, while minimising financial risk. In addition to recruitment activities, HR involves managing training, workforce planning and development, remuneration and benefits, staff conduct and performance, and staff retention. IR staff work to make sure the business complies with industrial relation laws.

business.curtin.edu.au/management

HUMAN RESOURCE MANAGEMENT

In this major, you’ll study HR strategy, human capital, planning, attraction and retention of staff, learning and development, pay systems, rewards and recognition, performance management, employee motivation and engagement, workforce planning and workplace relations. You’ll develop the knowledge and abilities to work in a wide range of industries.

Our staff apply the latest theories and trends to this evolving field.

Professional memberships
When studied with the Industrial Relations major: Australian Human Resources Institute and Industrial Relations Society of Western Australia.

Professional accreditation
Australian Human Resources Institute.

Double majors available
Management, Industrial Relations.

Double degrees available
See page 54.

INDUSTRIAL RELATIONS

Note: This major can only be taken as a double major with Human Resource Management.

This major covers the relationship between management and the workforce, and the influence of unions, employers, employees and the government.

You’ll study the formal framework of industrial relations, forms of bargaining, negotiation processes, grievance processes, industrial action and dispute resolution.

Professional memberships
When studied with the Human Resource Management major: Australian Human Resources Institute and Industrial Relations Society of Western Australia.

Double majors available
Human Resource Management.

INDUSTRY ENGAGEMENT

As a human resource management or industrial relations student you have the opportunity to undertake an internship to help solve existing problems within real organisations such as Bankwest, Main Roads Western Australia and Qantas.

Career opportunities

- Change management specialist
- Human resources officer/consultant
- Industrial relations officer
- Employee relations consultant
- Learning and development consultant
- Recruitment consultant
- Trade union official

Potential graduate employers

- Investment banks
- Insurance companies
- Accounting firms
- Resources sector
- Public relations consultancies
- Government departments

COURSE STRUCTURE

Human Resource Management units

Year 1
Bachelor of Commerce common core units
(see page 18)
Small Business Planning OR Organisational Behaviour

Year 2
Human Resource Management Introduction
Employee Relations in Singapore OR Australian Industrial Relations
Introduction to Human Resource Development
Selecting and Promoting Staff
4 elective, minor or second major units

Year 3
International Human Resource Management
Performance and Conflict Management
Remuneration and Rewards Management
4 elective, minor or second major units
Business Capstone

Industrial Relations units

Year 1
Bachelor of Commerce common core units
(see page 18)

Year 2
Asian Management
Business Ethics
Safety and Environmental Health Law
Practical Employment Law
4 Human Resource Management units

Year 3
Industrial Relations in Asia-Pacific Region
Managing Change
Employment Advocacy
Strategic Management OR Professional Practice in Management
4 Human Resource Management units
Business Capstone

“[My favourite group assessment] was creating and delivering a workshop to my peers in the Human Resource Development unit. I was able to teach my peers in a fun, informative and interactive way and build on my leadership, communication, teamwork and organisational skills.”

Stephanie Rossi
Analyst, Business Banking, Macquarie Bank
Bachelor of Commerce (Human Resource Management and Management)
Multinational businesses with production or operations in more than one country need talented and culturally sensitive individuals to look after their interests overseas.

You must have an appreciation of and respect for a country’s culture and business practices, as well as extensive business knowledge.

business.curtin.edu.au/management

This major gives an international focus to your business career. You can learn to analyse international markets, navigate your way around international business environments and may gain the personal attributes you need to be successful in international business, including working effectively in cross-cultural teams.

Learning is practical and focuses on current issues. You can develop high-level skills in management, problem solving, planning, organising and managing change, which can help to prepare you for a career in global business.

Double degrees available
See page 54.

INDUSTRY ENGAGEMENT

As an international business student you could be interning at a major international company in your final year of study. Past students have helped solve existing problems within real global organisations such as Renault, Ashok Leyland and Celebrity Fashions (India).

Career opportunities

- Customs broker
- International business development manager
- Foreign affairs and trade officer
- Import/export manager
- International trade specialist

Potential graduate employers

- Consulting firms
- Government departments
- Import and export companies
- International banking firms
- International organisations

COURSE STRUCTURE

Units

Year 1
Bachelor of Commerce common core units
(see page 18)
Organisational Behaviour

Year 2
Introduction to International Business
International Human Resource Management
Business Ethics
International Management
4 elective or minor units

Year 3
Asian Management
International Marketing
Strategic Management
4 elective or minor units
Business Capstone

“The opportunities my course provided me included academic scholarships that helped me stand out from the crowd, internship opportunities with the United States Consular General Office, and many more professional opportunities in the international trade and development industry.”

Cecelia Sing Yee Kok
Current Student
Bachelor of Commerce (International Business) and Bachelor of Arts (Chinese)
Have you ever wondered how companies transport their products to other places? Getting from raw materials to customer products doesn’t happen by accident. Logistic and supply chain professionals manage the supply of goods and services from the point of origin (supplier) to its final destination (customer) in the fastest, safest and most cost-effective way possible.

Throughout the major you’ll cover the foundations and techniques of management, law, supply chain management, purchasing and procurement. A range of issues applicable to strategic procurement, such as competitive conduct, strategy, logistics and management will be examined. You’ll also study topics in operations management and project management. Studying this major prepares you for employment in transport, purchasing, distribution, manufacturing and retail.

Curtin is the only university in Western Australia to offer a formal degree qualification in logistics and supply chain management.

Double majors available
Business Information Systems; Marketing.

CLUBS AND PROGRAMS
As a logistics and supply chain management student you can get involved in:
• the Information Systems Professional Practice program supported by the Australian Computer Society Foundation
• the THINK Student Association for developing leadership and networks
• the Fresh Connection student competition.

Career opportunities
• Inventory and supply officer
• Logistics coordinator
• Operations manager
• Procurement officer
• Supply chain analyst
• Transport administrator

Potential graduate employers
• Manufacturing companies
• Mining companies
• Oil and gas exploration
• Planning and operations departments
• Third-party logistics providers

“In my current role, developing business cases and conducting professional presentations are common tasks. My course has given me an edge not only with a body of knowledge but also with the ability to gather the facts and present them to a high standard.”

Zachary Hall
Business Analyst, Akrom
Bachelor of Commerce (Logistics and Supply Chain Management)

COURSE STRUCTURE
Units
Year 1
Bachelor of Commerce common core units (see page 18)
Supply Chain Information Management
Year 2
Business Statistics OR
Introductory Systems Analysis and Design
Introduction to Purchasing and Procurement
Quantitative Modelling OR
Business Applications
Overview of Strategic Procurement
4 elective, minor or second major units
Year 3
Strategic Supply Chain and Logistics Management
Operations and Materials Management
Informatics Project Management
4 elective, minor or second major units
Business Capstone

Jobs for Supply and Distribution Managers have increased 9% over the past 2 years, compared to the national average of 1.9%.

joboutlook.gov.au 2016
Management knowledge and skills are valued and needed in small-to-medium enterprises, not-for-profit organisations, large corporations and government, both locally and globally. Management is about taking a leading role: supervising and mentoring staff, balancing budgets, and ensuring tasks and projects are completed successfully, together with recognising issues such as values, ethics and sustainability. It means taking responsibility, being entrepreneurial and getting things done, and making the most of your staff and resources.

This major focuses on the key challenges facing managers today and in the future. You can learn skills in problem solving, decision-making, critical thinking, communicating with people and managing a budget. You’ll also learn how organisations work, how to make plans, how to manage change, how to consider ethics and sustainability and how to be an innovative leader.

**Professional memberships**
Australian Institute of Management.

**Double majors available**
Human Resource Management; Economics; Finance; Marketing; Public Relations.

**Double degrees available**
See page 54.

**INDUSTRY ENGAGEMENT**
As a management student you could undertake an internship to help solve an existing problem within a real organisation such as Bankwest, Main Roads Western Australia, Renault and Ashok Leyland (India).

**Potential graduate employers**
- Consulting firms
- Finance sector
- Government departments
- Industrial and commercial organisations
- Training and development companies

**Career opportunities**
- Business or retail manager
- Management consultant
- Service delivery manager
- Team leader

“The Managing Change unit provided an opportunity to apply relevant theories and concepts to an actual organisation’s change situation. We conducted interviews as a practical means of information gathering, analysis and evaluation of the appropriateness and effectiveness of an organisation’s change processes.”

Ryan Palmiero
Marketing Coordinator, Theranostics Australia
Bachelor of Commerce (Management and Marketing)
Have you ever wondered what makes customers choose certain brands over others?
Marketers blend advertising, promotions, social media marketing and sales strategies to promote an organisation’s brand, products and services. They effectively communicate with their intended audience and develop strategies to maximise consumer value, sales and profits.

business.curtin.edu.au/marketing

This major gives you the chance to explore a wide area of marketing, including international and internet marketing, pricing, promotion and distribution strategies.

You’ll also analyse the behaviour of competitors and customers to discover how marketing can be used to predict customer demand for products, services and ideas.

Professional memberships
Australian Marketing Institute, and The Communications Council Education Network

Double majors available
Advertising; Business Law; Economics; Entrepreneurship; Finance; Logistics and Supply Chain Management; Public Relations; Tourism and Hospitality.

Double degrees available
See page 54.

INDUSTRY ENGAGEMENT
As a marketing student you’ll have opportunities to attend free on-campus workshops, interact with industry professionals, solve real business problems and present your ideas directly to management representatives.

Our partnerships with key industry bodies ensure our curriculum is up-to-date and meeting the needs of industry.

Career opportunities
• Digital marketing specialist
• Fundraising coordinator
• Marketing assistant
• Marketing communications manager
• Market research analyst
• Product manager

Potential graduate employers
• Advertising agencies
• Government departments
• Leisure and tourism industry
• Manufacturing companies
• Retailers and wholesalers
• Service industries

“In the International Marketing unit, our major assignment was to present a proposal for Croissant Express to expand its business overseas. My group received a letter of commendation from the CEO of Croissant Express, which assisted me in securing my first marketing position after graduation.”

Nadia Quinn
Marketing and Events Coordinator, Ferngrove Wine Group
Bachelor of Commerce (Marketing and Tourism)

COURSE STRUCTURE
Units

Year 1
Bachelor of Commerce common core units
(see page 18)
Consumer Behaviour

Year 2
Marketing Research
Internet Marketing
International Marketing
Digital Communication Management
4 elective, minor or second major units

Year 3
Strategic Marketing
Services Marketing
Retail Marketing and Distribution OR
Business Internship
4 elective, minor or second major units
Business Capstone

You can study our Digital Branding and Engagement course for free online.
Check edX.org for enrolment details.
BACHELOR OF COMMERCE MAJORS
PROPERTY DEVELOPMENT AND VALUATION; PROPERTY

Property is any piece of real estate, such as a family home, a block of units, a suite of offices, a shopping centre or a five-star hotel. Whatever the shape, size or style of the real estate, property professionals will be involved in its development, funding, management, leasing and sale.

business.curtin.edu.au/economicsfinance

PROPERTY DEVELOPMENT AND VALUATION
Note: This major is not available to international students.

In this major, you will cover economics, finance, law, construction, architecture and investment analysis. An industry-focused teaching structure means you’ll be taught by experienced industry professionals and researchers.

Professional accreditation
Royal Institution of Chartered Surveyors and Australian Property Institute.

Professional memberships
Australian Property Institute (Certified Property Valuer level).

PROPERTY
Note: This major can only be taken as a double major with Finance or Marketing.

Combined with a major in finance or marketing, this major will develop your skills in economics, law, construction and finance to deliver the knowledge required for a career in property.

You’ll learn to analyse property investments and developments, gain an insight into the structure and operations of the real estate industry and develop the essential legal, analytical and economic skills required to begin a career in property.

Professional accreditation
When studied with the Finance major: Royal Institution of Chartered Surveyors.

Professional memberships
Australian Property Institute (not at the Certified Practising Valuer level).

Note: To qualify for Australian Property Institute membership at the Certified Practising Valuer level you must complete the Property Development and Valuation Major.

Double majors available
Finance, Marketing

INDUSTRY ENGAGEMENT
In the final year of the Property Development and Valuation major you will undertake a three-week practical placement under the guidance of a fully qualified Australian Property Institute member.

Career opportunities
- Commercial sales agent
- Investment analyst
- Property developer
- Property finance professional
- Property manager
- Valuer

Potential graduate employers
- Asset management companies
- Banks and investment institutions
- Property developers
- International property companies
- State and local government
- Valuation firms

“At attending free events with Curtin’s industry partners, such as the API, Property Council of Australia and Urban Development Institute of Australia, can help you with exposure and job opportunities.”

Laura Zelesco
Ervin Graf Undergraduate Scholar, Stockland Property Group
Bachelor of Commerce (Property Development and Valuation)

COURSE STRUCTURE

Property Development and Valuation major units

Year 1
Bachelor of Commerce common core units
(see page 18)

Property Principles

Year 2
Property Economics
Property Market Analysis
Property Construction
Property Law for Business
Property Investment Analysis
Property Valuation Methodology
2 elective or minor units

Year 3
Property Development
Specialised Property Valuation
Property Finance
Property Valuation Practice
Property Capital Markets
Property Asset Management
1 elective unit
Business Capstone

Property units

Year 1
Bachelor of Commerce common core units
(see page 18)

Property Principles

Year 2
Property Economics
Property Market Analysis
Property Investment Analysis
Property Valuation Methodology
4 Finance major or Marketing major units

Year 3
Property Development
Property Finance
Property Capital Markets
4 Finance major or Marketing major units
Business Capstone

46

47
Public relations is about managing communications, reputation and relationships for organisations. It involves attracting and retaining the support of customers, employees, investors, communities and other stakeholders critical to an organisation’s success.

Public relations professionals work in a wide variety of organisations and industries. They may provide advice to management and decision-makers at the highest level, and work closely with the media.

business.curtin.edu.au/marketing

The Public Relations major will teach you how to plan and develop effective communication strategies, and how to put these plans into action and measure their effectiveness. It will also prepare you for managing relationships and engaging with stakeholders, as well as primary decision-makers.

Professional accreditation
Public Relations Institute of Australia

Double majors available
Advertising; Event Management; Marketing; Tourism and Hospitality.

Interfaculty majors available
Journalism

Double degrees available
See page 54.

INDUSTRY ENGAGEMENT
As a public relations student you’ll gain hands-on experience by developing strategies for real organisations. You’ll undertake a professional internship in your final year.

Career opportunities
• Communications strategist
• Internal communications coordinator
• Public relations coordinator
• Social media manager

Potential graduate employers
• Public relations agencies
• Corporations
• Not-for-profit sector
• Event management companies
• Marketing communications consultancies

“‘We believe public relations should be practised to serve the public interest, to develop mutual understanding between organisations and their publics.’”

James E. Grunig
Public Relations theorist

“‘I learned about a three-month vacation employment opportunity with Chevron through Curtin. I applied for it and got it. A year after I graduated, I applied for and was accepted into Chevron’s graduate program.’”

Kasey Ellison
External Communications Advisor, Chevron Australia
Bachelor of Commerce (Public Relations) and Bachelor of Arts (Professional Writing and Presentation)
Tourism and hospitality are rapidly growing industries that offer a variety of career paths in areas such as tourism development, events and festival organisation and hotel resort management. Employers in this field need people who enjoy travel, meeting new people and sharing exceptional experiences with others.

This major provides you with the knowledge and skills to become an effective manager in the tourism and hospitality sectors in Australia and overseas.

Study includes examining contemporary issues in international tourism, sustainability of the tourism and hospitality sectors, the impacts of tourism and events on the local and global economy, destination management, critical aspects of hospitality management and the role of marketing in tourism and hospitality.

Double majors available
Marketing, Public Relations.

Double degrees available
See page 54.

INDUSTRY ENGAGEMENT
This major gives you the opportunity to gain hands-on experience at tourism hotspots. Past field trip destinations have included:
- AQWA
- Margaret River
- Monkey Mia
- Perth Zoo
- Swan Valley.

COURSE STRUCTURE

<table>
<thead>
<tr>
<th>Units</th>
<th>Year 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Commerce common core units (see page 18)</td>
<td></td>
</tr>
</tbody>
</table>

| Sustainable Tourism Management |

| Year 2 |
| Hospitality Industry Management |
| Tourism Marketing |
| Sustainable Event Development |
| Managing Tourism Destinations |
| 4 elective, minor or second major units |

| Year 3 |
| Event Management |
| Contemporary Issues in Tourism |
| Dynamics of Hospitality Industry Management |
| 4 elective, minor or second major units |
| Business Capstone |

Career opportunities
- Corporate travel consultant
- Resort manager
- Restaurant and catering manager
- Tourist information officer
- Tourism manager

Potential graduate employers
- Convention centres
- Destination management organisations
- Event companies
- Government departments
- Hotels and restaurants

“My chosen degree and connections through Curtin enabled me to attend national conferences and build networks that I otherwise wouldn’t have been able to, including the Council for Australasian Tourism and Hospitality Education Conference in Adelaide in 2012.”

Emma Gaunt
Event Development Executive, Tourism Western Australia
Bachelor of Commerce (Tourism and Hospitality, Public Relations) (Honours)
Do you want to undertake a challenging management role in a global business environment? The Bachelor of Business Administration will provide you with expertise in the general management area.

Whether you are a school leaver seeking a broad-based degree or a mature-age student experienced in business, this course can open new career pathways.

This wide-ranging degree can offer you a variety of opportunities for a career in business and management. It is designed for school leavers seeking a degree that will provide expertise in general management and for mature-age students with a range of business experience.

You’ll study a range of introductory topics and undertake specialist units emphasising decision making, human resource issues, international issues and work-related projects.

INDUSTRY ENGAGEMENT
As part of the Business Capstone common core unit, you’ll take part in a competition to run the most successful virtual company. You may also participate in industry-based projects and international study tours.

WHY STUDY BUSINESS ADMINISTRATION?
• You will be positioned to interact in a global business environment and may have the opportunity to study overseas.
• You can gain additional skills by taking elective units from outside your main field of specialisation. For example, language units.
• You will graduate with a strong expertise in general management, with the added ability to specialise in areas such as small business and entrepreneurship, human resource and international management.

Career opportunities
• Branch manager
• Business administrator
• Operations manager
• Senior manager

To ensure our teaching and research remains applied and highly relevant, we have partnered with an extensive network of more than 70 highly qualified business professionals.

These professionals contribute to the development of courses, student learning and research output via the Curtin Business School Advisory Board and Council Network.
There are a select number of majors under the Bachelor of Commerce degree that are available to study as a double degree. You can combine these majors with selected degrees and majors in arts, law, science and engineering. Refer to the table below to design your perfect degree.

<table>
<thead>
<tr>
<th>Bachelor of Commerce</th>
<th>Bachelor of Arts*</th>
<th>Bachelor of Laws</th>
<th>Bachelor of Engineering*</th>
<th>Bachelor of Science*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Finance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Accounting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Marketing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Human Resource Management*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>International Business</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Public Relations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Taxation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tourism and Hospitality</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*See available majors on page 55.

# You can study Human Resource Management with Psychology to graduate with a Bachelor of Science (Psychology and Human Resource Management).
STUDENT EXCHANGE

Whether you want to go skiing in Switzerland or see the Statue of Liberty in the United States, a student exchange could take you there. With more than 60 exchange partners in 16 countries, Curtin Business School prepares you for business careers around the world.

WHY STUDY OVERSEAS?
Student exchange is a chance to experience another culture and add a different dimension to your Curtin commerce degree.

Advantages include:
- gaining credit towards your degree
- the opportunity to receive CBS and University funding based on academic merit
- building your résumé
- developing self-awareness and a new perspective
- learning a new language
- understanding a different culture
- establishing international networks and friends
- exploring job opportunities outside Australia
- travelling while you study.

Travel the world and gain credit towards your Curtin commerce degree at the same time.

WHO CAN APPLY?
Domestic and international undergraduate and postgraduate students are encouraged to undertake student exchange.

You must have:
- successfully completed one full semester of study (100 credits) by the time you apply and completed one full year (200 credits) by the time you leave on student exchange
- a semester-weighted average of 60 or above
- passed all units in your current course.

WHAT DOES IT COST?
As an exchange student, you continue to pay your tuition fees to Curtin as normal (upfront or through HECS). You do not pay any tuition fees to your host institution.

If you are an international student, you must pay your Curtin tuition fees for the study period you are on exchange for, prior to your departure.

TRAVEL GRANTS AND LOANS
If you are an Australian citizen or hold a permanent humanitarian visa, you may be entitled to apply for an OS-HELP loan provided by the Commonwealth government.

In addition, you may be considered for a Curtin-wide travel grant when undertaking a semester or year of student exchange.
YOU ARE A DOMESTIC STUDENT IF YOU ARE:

- an Australian citizen or Australian dual-citizen
- a permanent resident of Australia
- a holder of an Australian permanent humanitarian visa
- a New Zealand citizen.

CURTIN ENTRY REQUIREMENTS

To be eligible to study a bachelor degree at Curtin you normally need to have done the following:

- graduated from high school and met the requirements of the Western Australian Certificate of Education (WACE) or equivalent interstate certificate
- obtained an ATAR (Australian Tertiary Admission Rank) above the cut-off score of the course you wish to study OR
- obtained successful STAT results as per individual course requirements
- received a scaled mark of at least 50 in one of the following WACE subjects:
  - English ATAR
  - Literature ATAR
  - English as an Additional Language or Dialect ATAR OR
- equivalent recognised competence in English (via STAT or interstate equivalent).

Entry is competitive and you may need to achieve scores higher than the minimum requirements for admission to some courses.

CREDIT FOR RECOGNISED LEARNING

Credit for recognised learning (or recognition of prior learning) allows you to take advantage of, and be rewarded for, your previous studies. Credit for recognised learning applications are assessed on an individual basis from the certified academic records you provide with your admission form. For further information please contact Curtin Business School Student Services.

ALTERNATIVE ENTRY PATHWAYS

- STAT elements WE and either V or Q
- completed AQF qualifications (Advanced Diploma and Diploma)
- successfully completed one year of a bachelor degree course.

PORTFOLIO ENTRY

BACHELOR OF COMMERCE ONLY

You can submit a portfolio of your academic achievements, qualifications and ability to gain entry to the Bachelor of Commerce if you don’t meet the requirements. Your portfolio must demonstrate equivalence to Curtin’s ATAR entry. See more at curtin.edu.au/portfolio-entry

FEES

If you are offered a Commonwealth-supported place you may be eligible to access HECS-HELP. For more see fees.curtin.edu.au

ADDITIONAL EXPENSES

You will need to purchase a number of textbooks and other study materials, and pay the Student Services and Amenities Fee.

HOW TO APPLY

To apply for a single or double business major, you first select the course code for the campus of your choice.

FIRST SEMESTER INTAKE

You’ll need to lodge your preferences with the Tertiary Institutions Service Centre (TISC). The TISC website outlines Curtin’s courses, their specific requirements, entrance scores and the prerequisite subjects.

SECOND SEMESTER INTAKE

If you want to apply for mid-year entry you need to apply directly to Curtin through our online application system. Find your preferred course at courses.curtin.edu.au and hit Apply Now. You will need to provide scanned, certified copies of any qualifications in support of your application.

USEFUL CONTACTS

Curtin Future Students Centre
Tel: +61 8 9266 1000
Fax: +61 8 9266 3331
Email: futurestudents@curtin.edu.au
Web: futurstudents.curtin.edu.au

Tertiary Institutions Service Centre (TISC)
Tel: +61 8 9318 8800
Fax: +61 8 9266 7000
Email: info@tisc.edu.au
Web: tisc.edu.au

curtin.edu.au
You are an international student if you are required to hold a student visa to study in Australia. This includes temporary residents and non-residents of Australia and New Zealand.

international.curtin.edu.au

CURTIN ENTRY REQUIREMENTS
To study at Curtin, you must meet our academic requirements and English language admission standards, as well as any specific course prerequisites. If you don’t meet these entry requirements, there are alternative options you can take to obtain the prerequisites you need.

Entry is competitive and you may need to achieve scores higher than the minimum requirements for admission to some courses.

ENGLISH PREREQUISITES
As all courses are taught in English, you will need to meet Curtin’s minimum English language requirements.

A comprehensive list of qualifications that meet Curtin’s English language requirements for undergraduate study can be obtained from Curtin International.

Minimum IELTS scores: Writing and Speaking: 6.0; Reading and Listening: 6.0; Overall Band Score: 6.5

CREDIT FOR RECOGNISED LEARNING
Credit for recognised learning allows you to take advantage of, and be rewarded for, your previous studies. Credit for recognised learning applications are assessed on an individual basis from the certified academic records you provide with your application.

ADDITIONAL EXPENSES
You will need to purchase a number of textbooks and other study materials, and pay the Student Services and Amenities Fee.

NOTES ON INCIDENTAL FEES
Incidental fees depend on your chosen major/s and units.

Arts and design courses: INCIDENTAL FEES will depend on your chosen major/s and units.

Sarawak: INCIDENTAL FEES will depend on your chosen major/s and units.

Singapore: INCIDENTAL FEES will depend on your chosen major/s and units.

5. APPLY FOR YOUR VISA
You’ll need to apply for your student visa after receiving your confirmation of enrolment, which will be sent to you via email. Contact the Australian Embassy/High Commission to find out more about the visa application process.

HOW TO APPLY
1. APPLY
Visit international.curtin.edu.au/apply to apply online OR scan and email an application form from your Curtin overseas representative.

2. AWAIT YOUR OFFER
Assessment of your application will take two to four weeks.

3. RECEIVE YOUR OFFER
Your offer package comprises:
• letter of offer
• acceptance of offer form
• pre-departure guide
• overseas student refund agreement flyer
• overseas student health cover brochure.

4. ACCEPT YOUR OFFER
• read your letter of offer carefully to make sure all details are correct
• meet all conditions on your letter of offer
• submit your acceptance of offer form, deposit of tuition fees, overseas student health cover fee, a photocopy of your passport details page and a completed copy of your streamlined visa processing (SVP) form.

5. APPLY FOR YOUR VISA
You’ll need to apply for your student visa after receiving your confirmation of enrolment, which will be sent to you via email. Contact the Australian Embassy/High Commission to find out more about the visa application process.
We’re part of the world’s most prestigious business school network.

CBS is recognised as an elite global business school through accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International.

AACSB accreditation is awarded to business schools that meet the strict standards of quality academic and professional excellence and is known, worldwide, as the longest standing, most recognised form of professional accreditation an institution and its business programs can earn.

AACSB accreditation means that your business degree will be recognised around the globe.

business.curtin.edu.au/accreditation-rankings