



UniSA

Bachelor of Business Administration (Specialisation)

Presenter: Patrick Wille
Program Director

Who is this guy in the suit?

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"Hi, I'm Patrick"



- Program Director (PD) of the Bachelor of Business Administration (DBBA) degree
- Teaching Law at UniSA, e.g.:
 - Companies & Partnership Law
 - International Business Law
 - Business & Marketing Law
- Studied law & business overseas & in Australia
- Worked for courts, in private practice, for governments
- Contact: patrick.wille@unisa.edu.au

Presentation Outline

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1. The program
2. Learning resources
3. Mutual responsibilities
4. All work & no play?
5. Contact us

The DBBA program:

- "Division Core" (8 courses)
- 3 "set courses":
 - Introduction to e-Business
 - Finance and Investment
 - Strategic Management
- 3 "minors" (12 courses) – standard:
 - Accounting (1) – 4 courses
 - Marketing (2) – 4 courses
 - Management (3) – 4 courses
- 1 Free Elective



Total: 24 courses or 108 units



Program Structure and Content (cont'd)

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Choosing courses in your program

Majors, Minors/Specialisations, Electives, Prerequisite what are they?

▪ **Majors:**

- Usually, 8 courses of a particular field constitute a "major"
- DBBA does not have a "major", but
- You can design a "*de facto* major" in some disciplines (e.g. accounting or marketing by using the substitution rules

▪ **Minors/Specialisations:**

- a block of 4 courses of a particular field
- Standard specialisation in the DBBA are: commerce (accounting), management and marketing

▪ **Electives:** only 1 in the DBBA

▪ **Prerequisites:** some courses require that you do other courses first



What will I study?

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- With approval of the program director (PD) any of the 3 specialisation can be replaced by one of the 13 specialisation on offer, e.g.:
 - Applied Finance
 - International Business
 - Human Resource Management
- With PD approval and as long as course pre-requisites are met up to 4 individual courses can be substituted
- Overseas study option instead of one minor

Division of Business Core Courses

Foundations to Business Law	COML1002
Communication & Information Systems	BUSS1058
Management Principles	BUSS1054
Business & Society	BUSS1057
Accounting for Business	ACCT1008
Marketing Principles	MARK1010
Principles of Economics	ECON1008
Quantitative Methods for Business	MATH1053

Set Courses

Introduction to e-Business	INFS2019
Finance & Investment	BANK2005
Strategic Management	BUSS3023

Specialisation (1): Commerce

Management Accounting	ACCT2006
Financial Accounting 1	ACCT1006
Global Issues for Accounting	BUSS3017
Management Control Systems	ACCT3008

Specialisation (2): Marketing

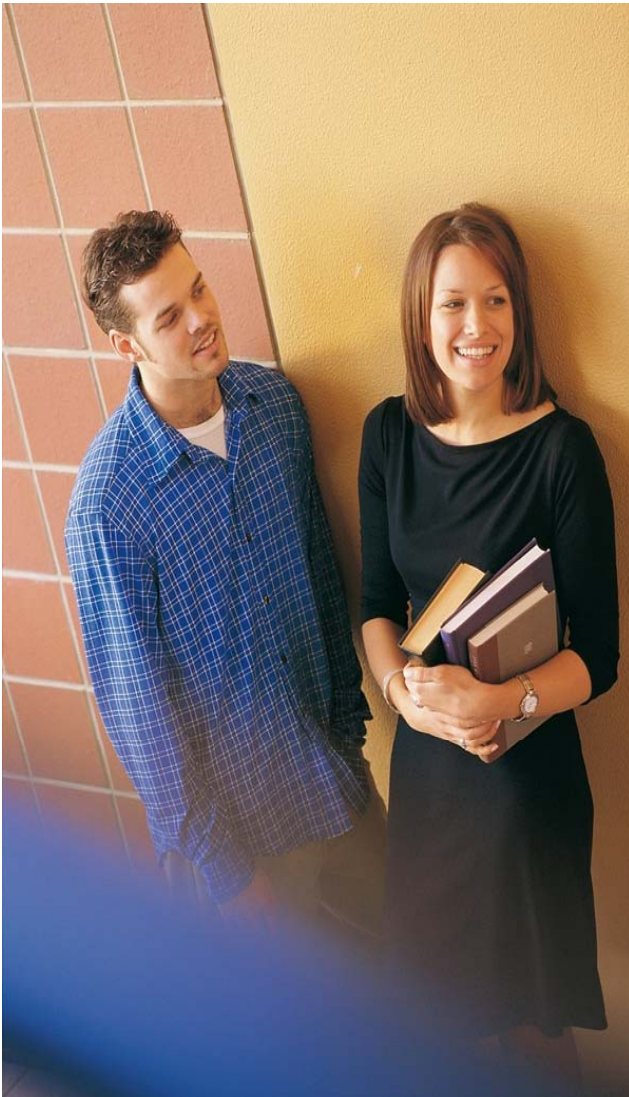
Buyer & Consumer Behaviour	MARK1008
Market Research	MARK2020
Market Analysis	MARK2010
International Marketing	MARK3005

Specialisation (3): Management

Organisational Behaviour	BUSS2046
Int. Management Ethics & Values	BUSS3053
Foundations of HRM	BUSS2043
Project Management Principles	INFS2022

Free Elective

- Credit may be granted for any post secondary study at TAFE or university level
- Recognition of Previous Learning is available for work experience (up to 2 courses) but more difficult to justify than other credit
- How many credits? (guide only):
 - Certificate IV = 1-2 courses,
 - Diploma = 2-8 courses,
 - Advanced Diploma = 3-12 courses
- Variation: depends on courses & closeness of link with prior qualification





- Credits will be assessed upon application
- Non-binding pre-assessments available (online credit assessor)
- Application forms available online
- See me today if you are not sure of your credit options
- Enrol on the assumption you will receive the credit (there will be a delay in processing the forms!)
- Apply as early as possible
- Credit details will appear on MyUniSA in due course



Lectures:

- usually 1-2 hrs
- large classes up to 350 students
- check timetable for each course

Tutorials:

- usually 1- 2 hrs
- small classes e.g. 20-30 students
- check timetable for each course

Online resources:

- available for each course through course homepage (login required)

Types of assessment:

- Varies with course, but can include: essays, reports, case studies, presentations, tests, final exam
- Grade Point Average (GPA): the average of your results is used to calculate eligibility for certain grades e.g. CP/TP, supplementary assessment, program transfers, further study etc.



Flexible program with a variety of employment options:



- Business management
→ employed in private sector
- Government
→ employed in public sector
- Self employed / small business owners

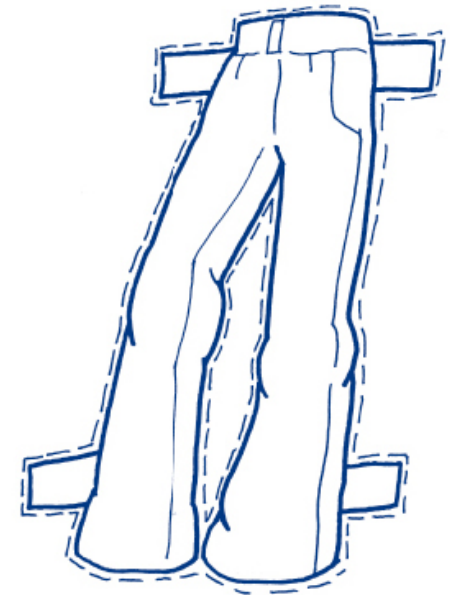
Possible Employment Options:

- Specialisations allow employment as para-professional in areas such as administration, banking, marketing, human resource management, business (export/import) etc



Business Analyst

- No specific employment path but has the advantage of being immune to downturns and trends



Business Professional

Finding information relevant to the course

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- Library:
<http://www.library.unisa.edu.au/>
- UniSA online resources:
→ go to the home pages of each individual course

Need more assistance?

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- Learning and Teaching Unit:
www.unisa.edu.au/ltu/
 - Student Counselling:
www.unisa.edu.au/ltu/contact/for-students/counselling.asp
 - Learning Advisors:
www.unisa.edu.au/ltu/contact/for-students/learning.asp
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- UniSA provides extensive online resources, including: email, MyUniSA, AssignIT, online workshops etc.



We're all in this together

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- Enrol soon, if not done already
- Don't miss other orientation activities
- Don't miss classes from week 1
- Do the work!! – more work non-contact than contact time
- Assessment:
 - be aware of requirements including formatting, deadlines, penalties, how to apply for extensions etc. → Course Information Booklets (CIB)
 - Start early and work consistently on assignments, meet,
 - take the pressure off exam times (e.g. by preparing revision materials)
- Peruse [Good Practice Guidelines for Student Behaviour](http://www.unisa.edu.au/policies/codes/goodprac/studentbehav.asp) (www.unisa.edu.au/policies/codes/goodprac/studentbehav.asp)

We're all in this together (cont'd)

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- Withdraw by due dates, if things become too hard to avoid F2's on transcript (→ employers will ask for reasons!)
- Contact me via email or make an appointment – BEFORE problems get too large
- Use the help of Student Counsellors & Learning Advisors
- Learning at university is very different from high school:
 - be disciplined: set aside enough time to study on a regular basis
 - read & follow the instructions (e.g. CIB)
 - be proactive: don't wait until things just happen → seek help & check resources
 - simply dare to ASK!





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All work and no play?

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- Make contact with fellow students
- Form & meet in study groups
- Get to know the student clubs, societies & associations on campus
- Be a part of campus life





- **MyCareerPlan** → employment and workshop database
- **Workshops** → career planning, resume writing, job search, interviews
- **Targeted Emails** → screened opportunities specific to your degree
- **Career Consultations** → confidential one-on-one meetings
- **Work Experience** → paid, voluntary and work placement schemes

Website: <http://www.unisanet.unisa.edu.au/careers/>
Email: careers@unisa.edu.au
Phone: +61 8 8302 7860
Location: Career Services, Learning and Teaching Unit
160 Currie Street, Adelaide SA 5000



School of Commerce - Orientation program

Thursday 24 February 2011

- Welcome to new students
- Program Information Sessions
- Campus Tour
- Lunch activities
- Preparing for Study
- Online@UniSA
- Enrolment and Credit - Student ID Cards



Friday 25 February 2011

- Being a Successful Student
- Academic writing session



Contact us

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Who to contact when...

Ms Lyn Nipperess

Program Advisor

(for admin issues e.g. class overrides)

Room: WL2-61

Ph: +61 8 83020294

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Contact Us (cont'd)

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Mr. Patrick Wille

Program Director DBBA

(for academic issues, e.g. credit,
program transfers)

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Contact Us (cont'd)

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General Enquiries

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Contact Us (cont'd)

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*Learning isn't a means to an end;
it is an end in itself. ~*

Robert Heinlein

Good luck and enjoy!