



School of  
**Commerce**

**University of South Australia  
School of Commerce  
Division of Business**

# **Undergraduate Handbook 2010**

**Bachelor of Business Administration  
(Specialisation) – DBBA**



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## Contents

Contents .....	1
Welcome From the Head of School.....	2
Welcome From the Program Director .....	3
Program Director's Contact Details .....	4
School Location and Contacts.....	4
Important Dates for 2010.....	5
Study Modes .....	6
Graduate Qualities .....	7
Important Academic Information.....	8
Charter of Student Conduct.....	10
Bachelor of Business Administration (Specialisation) DBBA - Program .....	14
Course Descriptions .....	20
Division Core Courses for Bachelor of Business Administration (Specialisation).....	20
Business Administration Major Courses Snapshot.....	23
Business Administration Major Courses Detailed.....	23
Commerce Work Practicum (BUSS 3051).....	28
Work Placement Scheme .....	29
Other Study Options.....	31
Services for Students .....	32
Academic Integrity.....	37
School of Commerce (Honours) Scholarships.....	38
Career Options .....	40
Honours Programs .....	41
Postgraduate Programs .....	43
Further information .....	45

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## Welcome From the Head of School

Welcome to the School of Commerce!

The School of Commerce comprises the disciplines of Accounting, Applied Finance, Property, International Business/Economics and Business Administration with a total enrolment of over 5000 students and over 90 permanent members of academic and support staff.

The staff are dedicated professionals and the School provides a high quality teaching and research environment for students.



The purpose of this handbook is to acquaint you to the services that UniSA and the School of Commerce provides; to advise you of some important information relating to your program; and to inform you of the opportunities for further study and career planning.

I trust that you will find this handbook useful and will enjoy your studies with the School of Commerce. I look forward to seeing you on your graduation day!

Best Regards,

A handwritten signature in blue ink, which appears to read 'Janek Ratnatunga'. The signature is stylized and includes a horizontal line underneath the name.

Janek Ratnatunga  
Head: School of Commerce

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## Welcome From the Program Director

A warm welcome to the DBBA program!

This versatile program is unique in its ability to allow you to study a general business and management degree at the same time as giving you the opportunity to incorporate specialisations of your choice.

If you prefer courses and specialisations that differ from the standard program schedule included in this booklet, please contact me so that we can discuss your options.



It is expected that you will take the opportunities provided by the program, the Business Division and University to work hard towards success. I am confident that in return for your endeavour for that success, you will experience a great deal of enjoyment and satisfaction during your time at the University of South Australia.

Good luck and best wishes,

A handwritten signature in blue ink, which appears to read 'P. Wille'.

Patrick Wille  
DBBA Program Director

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## Program Director's Contact Details

**Name:** Patrick Wille  
**Location:** Way Lee Building, WL2-36  
**Email:** [patrick.wille@unisa.edu.au](mailto:patrick.wille@unisa.edu.au)  
**Telephone:** 08 8302 0752

## School Location and Contacts

### Location

School of Commerce  
 University of South Australia  
 City West Campus  
 Way Lee Building  
 Level 2 Way Lee Building

**Telephone** 08 8302 9047  
 08 8302 0436  
**Facsimile** 08 8302 0992  
**Email** [cmr.enquiries@unisa.edu.au](mailto:cmr.enquiries@unisa.edu.au)  
**Website** [www.unisa.edu.au/commerce/](http://www.unisa.edu.au/commerce/)

### Postal Address

School of Commerce  
 University of South Australia  
 GPO Box 2471  
 ADELAIDE SA 5001

### Contacting Academic Staff:

There are a variety of ways to contact academic staff:  
 During Consultation Hours (specific to each staff member):

- in person;
- by telephone.

Outside Consultation Hours:

- via email;
- via online discussion groups;
- by leaving a message in their pigeonhole or
- by leaving a message on their voicemail.

Many lecturers prefer email or online contact, as this is an efficient way to assist large numbers of students. If phoning or meeting in person contact your lecturers and tutors in the consultation hours that they specify (displayed on their office door or advised at the beginning of each study period).

To see lecturers and tutors outside these times you will need to make an appointment. You cannot expect that staff will be able to see you if you "drop in" without notice. Use the time with your lecturer effectively.

## Important Dates for 2010

The majority of UniSA courses are scheduled during study periods 2 and 5.

For information about summer school and the other study periods please visit [www.unisa.edu.au/future/study/2010calendar.asp](http://www.unisa.edu.au/future/study/2010calendar.asp)

<b>Study Period Two – FIRST HALF OF YEAR</b>	
<b>Core teaching 01/03/2010 to 2/7/2010*</b>	
<i>*(Students should consult their timetable for exact teaching dates. Core teaching dates are approximate and will vary in a small percentage of courses).</i>	
Orientation to UniSA for International Students	15 - 19 Feb
Orientation Activities	22 – 26 Feb
Enrolment add deadline	12 Mar
Due date for payment – Study Period 2 (Domestic/ International 1 <sup>st</sup> instalment)	17 Mar
Due date for payment – Study Period 2 (International 2 <sup>nd</sup> instalment)	14 Apr
Census date	31 Mar
Teaching Break	12 - 23 Apr
Final date for Withdraw Without Fail (W)	30 Apr
Final date for Withdraw Fail (WF)	14 May
<b>Study Period Five – SECOND HALF OF YEAR</b>	
<b>Core teaching 26/07/2010 to 26/11/2010*</b>	
<i>*(Students should consult their timetable for exact teaching dates. Core teaching dates are approximate and will vary in a small percentage of courses).</i>	
Enrolment add deadline	6 Aug
Due date for payment – Study Period 5 (Domestic/ International 1 <sup>st</sup> instalment)	17 Aug
Due date for payment – Study Period 5 (International 2 <sup>nd</sup> instalment)	14 Sep
Census date	31 Aug
Final date for Withdraw Without Fail (W)	17 Sep
Teaching Break	20 Sept – 1 Oct
Final date for Withdraw Fail (WF)	15 Oct
<b>Examinations</b>	
Mid Year	19 Jun - 3 Jul
Deferred Mid Year Exams	2 Aug – 7 Aug
End of Year	13 – 27 Nov
Deferred End of Year (2010) Exams	7 Feb – 12 Feb 11
<b>Major Study Breaks</b>	
Mid Year Break	5 – 23 July
End of Year Break	Dec 10 – Feb 11
<b>Please note: These dates may vary depending on the study periods you enrol in.</b>	

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## Study Modes

The School of Commerce programs are generally available in both internal and external study modes. It is possible to change between internal and external study and to undertake a combination of internal and external study.

### Internal Teaching Mode

The internal teaching mode employs the traditional techniques which include lectures, tutorials, seminars, workshop and project work as applicable to individual courses.

### External Teaching Mode\*

This mode enables students to study at a distance without attending classes and relies mainly on the provision of printed matter. A typical package of printed materials would include:

- a Course Information Booklet encompassing administrative aspects, assessment requirements, reading lists and content elaboration;
- a Study Guide providing structured learning guidance, supplementary materials, self-assessment questions and review;
- course articles or excerpts from the literature which may otherwise be difficult for external students to obtain;
- where appropriate, other materials provided on the web or CDs.

### \*International Students

Please consult an international student advisor at the Learning and Teaching Unit. Studying externally may breach your visa conditions. International student advisors are located on each metropolitan campus at Learning and Teaching Unit. You can see an international student advisor at a drop-in session or by making an appointment, a list of current international student advisors can be found here:

<http://www.unisa.edu.au/ltu/contact/default.asp>

### Open Universities Australia (OUA)

Students wishing to enrol into courses via OUA **MUST** seek prior approval from the relevant Program Director or Program Advisor (Lyn Nipperess):

Lyn Nipperess  
Program Advisor: Undergraduate  
School of Commerce  
Telephone: 08 8302 0294  
Email: [lyn.nipperess@unisa.edu.au](mailto:lyn.nipperess@unisa.edu.au)

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## Graduate Qualities

All UniSA programs and courses are designed around a unique set of seven (stated below) Graduate Qualities which ensure that UniSA students graduate with the skills and knowledge required of a modern, global professional.

A graduate of the University of South Australia:

1. operates effectively with and upon a body of knowledge of sufficient depth to begin professional practice
2. is prepared for life-long learning in pursuit of personal development and excellence in professional practice
3. is an effective problem solver, capable of applying logical, critical, and creative thinking to a range of problems
4. can work both autonomously and collaboratively as a professional
5. is committed to ethical action and social responsibility as a professional and citizen
6. communicates effectively in professional practice and as a member of the community
7. demonstrates international perspectives as a professional and as a citizen.

Each of the qualities has indicators which serve as a guide to their development. You can learn more about UniSA's Graduate Qualities at this website:

[www.unisanet.unisa.edu.au/gradquals/](http://www.unisanet.unisa.edu.au/gradquals/)

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## Important Academic Information

### Attendance Expectations and Requirements

Students are expected to attend the lectures, tutorials and practicums of each course in which they are enrolled. Please refer to the Course Information Booklet for each lecturer's expectations.

**International Students:** You must attend at least 80 percent of the contact hours for each study period of your program. For further information about mandatory student obligations and visa conditions please visit the Department of Immigration and Multicultural Affairs (DIMIA)

[www.immi.gov.au/students/students/573-2/obligations-student.htm](http://www.immi.gov.au/students/students/573-2/obligations-student.htm)

### Learning Approach

For internal students, the program may involve lecture and tutorial classes, practicums in the computer labs, seminars, project work and assignments. Students are expected to develop their abilities to work in groups and to present effectively in both oral and written forms. Part of the assessment may require team work and formal presentations in tutorials.

### Program Load

One of the big differences between studying at university and studying at school or TAFE is the way your study time is organised.

The School of Commerce programs are designed as 3 year full-time or part-time equivalent for single degrees and 4 years full-time or part-time equivalent for double degrees.

Full-time students will normally undertake up to 12 hours per week of class contact time while part-time students will normally undertake up to six hours per week of classes.

Contact time or time that you spend in formal classes, is only about a quarter of your total study workload. Non-contact time or time that you spend preparing for tutorials, reviewing lectures, researching, preparing assignments etc, is about three times as much as your contact time.

Students will need to work at least two to three times as many hours in private study in order to cope with the requirements of their program. This means you will have 8-9 hours out-of-class time for a 3 – hour class, which is a total of 11-12 hours per week for the course. For a full-time load this adds up to 44 hours each week or 22 hours for a half time load. Unless you consistently make this commitment of time you will find it hard to keep up, achieve high grades or be prepared for exams at the end of study period.

**International Students:** To comply with your student visa conditions you must remain enrolled on a full-time basis while studying at UniSA.

## Planning Your Time

As a University student you are totally responsible for your own study program and habits. In order to succeed, you will need to plan your study time carefully and systematically.

In estimating the time and effort required for individual assignments, some students find the consideration of the following factors useful:

- the complexity (for you) of the topic to be addressed;
- the expected length for written assignments;
- how many marks the assignment is worth (not always a good indicator as some assignments are set with a low value but are required to be completed to ensure that you understand the material so far).

Remember that one of the characteristics of a successful student is how effectively he or she can organise and use the non-contact study time (see above). For further information on time management and study skills, please refer to the Learning and Teaching Unit website: <http://www.unisa.edu.au/ltu/students/default.asp>

Sometimes difficulties arise which are beyond your control. In these situations approach academic and student support staff for help as early as possible.

## Academic Review of Student Progress

The University regularly monitors the progress of every student. This is called “academic review”. If you fail a course for a second time, have a grade point average that is less than 2.80 for a study period or fail a practicum or field placement, you will be referred to Learning and Teaching Unit, required to attend group academic counselling or have a discussion with your Course Coordinator or Program Director. If your grades do not improve, further action will be taken by the University in an attempt to assist you.

If your progress does not improve after these interventions, you may be denied permission to continue with your studies. Full details of policies related to academic review are available in the *Assessment Policies and Procedures Manual* at: [www.unisa.edu.au/policies/manual/default.asp](http://www.unisa.edu.au/policies/manual/default.asp)

**International Students:** To comply with your student visa conditions you must have satisfactory academic results for each study period of your program.

## Glossary of Academic Terms

A list of useful information and terminology used within the University of South Australia can be found at: [www.unisa.edu.au/sas/glossaryacadterms.asp](http://www.unisa.edu.au/sas/glossaryacadterms.asp)

## Charter of Student Conduct

The University of South Australia is committed to ensuring that students are offered a quality teaching and learning environment that recognises and places priority on their needs as adult learners. To achieve this and to enable students to have access to the best possible experience, the University recognises the importance of a supportive and flexible educational environment.

The above ideals are reflected in the University's 'student centred' approach to teaching and learning. [Student centred learning](#) encourages students to be actively involved in the planning and managing of their learning opportunities. Thus, a student centred approach to teaching and learning enables students to exercise some measure of control over how, when and what they learn. At the same time, adoption of this framework means that students must also take personal responsibility for their learning. For these reasons it is important for both staff and students to be aware of their mutual obligations under the University's student centred approach to teaching and learning.

The Student Charter of Conduct for the School of Commerce provides guidance on this set of mutual obligations. First, it establishes the *expectations* that students are reasonably entitled to hold with regard to the teaching and learning environment provided to them. Second, it establishes the *responsibilities* placed upon students within this teaching and learning environment over the course of their studies. The expectations described in this document are drawn from various University policies and procedures, which are referenced throughout.

It is an expectation that provision of clear guidance of the expectations and responsibilities associated with being a student within the School of Commerce at UniSA will facilitate a cooperative and productive relationship between staff and students of the School. Additionally, by focusing attention on and upholding those standards of ethical behaviour outlined in the University's [Code of Ethical Conduct](#), it is hoped that students will be encouraged to attempt to gain maximum benefit from their experience of the teaching and learning environment at UniSA.

Student Expectations	Student Responsibilities
<b><i>Students can expect:</i></b>	<b><i>Students have a responsibility to:</i></b>
<b>1 Equity and Ethics</b>	
To be treated with courtesy and with respect.	Always treat staff and other students politely, courteously and with respect in all interactions.
That attempts will be made to address their reasonable needs in a timely and appropriate manner regardless of gender, age, ethnicity, disability, sexual preference, religious orientation or any other personal attribute. All students regardless of their backgrounds or characteristics are provided with an equal opportunity to learn. See <a href="#">University Teaching</a> , <a href="#">Equal Opportunity</a> , <a href="#">Anti racism</a> , <a href="#">Students with disabilities</a>	Not discriminate against or harass fellow students or staff on the basis of gender, age, ethnicity, disability, sexual preference or religious beliefs and customs.
To be provided with a safe and stimulating environment. See <a href="#">OHSW</a> and <a href="#">Damage to University Property</a> , <a href="#">By-law 7 disorderly or offensive behaviour</a>	Respect University property, observe rules and contribute to campus life.

To be allowed to communicate informed judgments and perspectives freely through rational debate within appropriate forums. See <a href="#">Equal Opportunity</a>	Respect the rights of others to hold different views to your own, and to handle disagreement responsibly.
That any personal information obtained by the University is kept confidential subject to the student's request and that personal privacy is respected. See <a href="#">Integrity</a> and <a href="#">Confidentiality</a>	Always respect the personal privacy of others.
<b>2 Program and Course Information, Delivery and Support</b>	
<b>2.1 Information about Courses and methods of communication</b>	
That accurate and up to date information is provided and is readily available on all aspects of a course or program, including information on admissions, enrolment, course content and aims, assessment requirements and relevant University policies. See <a href="#">Course Information Booklets</a> , <a href="#">The University's Online Environment</a> and <a href="#">UniSAnet</a> .	Be aware of any information relevant to your course or program. This may mean accessing electronic material or attending information/orientation sessions.
That the requirements of the course and expectations of students will be clearly defined, communicated and adhered to by teaching staff at the beginning of the semester. See <a href="#">Course Information Booklets</a> and <a href="#">The University's Online Environment</a>	Be aware of course requirements and expectations including meeting all attendance requirements, actively participating in class discussions, preparing for classes by completing assigned reading or tasks, etc. (e.g. preparation for tutorials). Read course information booklets and check course home pages, <a href="#">myUniSA</a> , and your email for updates. Be aware that the official method of communication at UniSA is via email and that your lecturers will also often communicate via websites and discussion groups that are linked to course homepages
<b>2.2 Staff Access and Support</b>	
To have reasonable access to quality teaching staff for individual consultation outside of dedicated class times (in person or by other means, including web-based discussion forums). See <a href="#">University Teaching</a> .	Respect that teaching staff, like students, have many competing demands on their time, in the form of teaching, research and administration, and that student access to individual staff reflects the provision/allocation of a fixed level of workload hours for this purpose. Note that as many teaching staff work part-time, this may further limit their availability for in person contact outside of class time.
That staff will be respectful of and give reasonable and timely consideration to extenuating circumstances, as defined by and allowed for under University Policy, which are affecting academic performance or progress. See <a href="#">University Teaching</a> .	Make sure that teaching staff are advised of any extenuating circumstances that are affecting your academic performance as soon as possible.
That information on and reasonable access to any additional support required, such as disability or language support, is provided. See <a href="#">Disability services</a>	Be familiar with the many support services available to students, and take responsibility for seeking help if needed.
The University's primary method of communication with students is electronic, and includes email. See <a href="#">Assessment Policies and Procedures</a>	Regularly check your email and <a href="#">myUniSA</a> announcements to ensure that you are aware of all current information relating to your course/s and the University in general.

To study in a harmonious learning environment, in which concerns are addressed as quickly as is practical and freedom of expression is respected. See <a href="#">Behaviour</a> and <a href="#">Violence on Campus</a>	Not disrupt the learning of others, whether in the classroom or on discussion boards. Be polite and courteous in all interactions, including in the classroom and via email.
Be free to pursue studies, research, duties or lawful activities in the University and to participate in the life of the University. See <a href="#">Student Misconduct</a>	Behave responsibly and courteously both in class and on campus generally.
<b>2.3 University Facilities</b>	
That equipment and facilities are safe and adhere to Occupational Health and Safety guidelines. See <a href="#">OHSW</a> and <a href="#">Damage to University Property</a>	Treat University facilities and equipment appropriately and follow safety guidelines.
To have reasonable access to any resources and facilities required for successful completion of studies. See <a href="#">Computer Pools</a> and <a href="#">Library Loans Guidelines for students on the use of IT facilities</a>	Plan use of resources such as library books, computers etc. and allow fair access for fellow students. Students are not to abuse their IT privileges.
<b>3 Assessment</b>	
That course assessment requirements are clearly communicated by the teaching staff responsible for the course. See <a href="#">Course Information Booklets</a> and <a href="#">Code of good practice: principles of student assessment</a>	Be familiar with the assessment requirements set out in your Course Information Booklets and in <a href="#">the Assessment Policies and Procedures</a> .
That both a reasonable timeframe and adequate resources are provided for the completion of assessments. See <a href="#">Submission of Assignments</a> , the <a href="#">Library</a> , <a href="#">The University's Online Environment</a> and <a href="#">UniSAnet</a> .	Meet assessment deadlines or seek extensions <b>well before the due date</b> , if needed.
That feedback on assessment is fair, impartial, valid and constructive and is received within a reasonable timeframe from the date of submission. See <a href="#">Feedback</a>	Use assessment feedback constructively to help your learning and your work in future assignments.
Students will be advised of the scheduled date for course examinations via the University web site and Student portal. See <a href="#">Examination Arrangements</a>	Find out when and where course exams are scheduled and attend the appropriate venue(s) at the set time(s).
Students with disabilities are entitled to be assessed in ways that ensure a fair opportunity to demonstrate their knowledge. See <a href="#">Disability services</a>	Be aware of the support that is available and seek assistance from staff when necessary and appropriate.
<b>4 Intellectual Property and Plagiarism</b>	
That matters relating to intellectual property and plagiarism are clearly communicated to students and consequences for non-compliance with guidelines are defined. See <a href="#">Academic Integrity</a>	Comply with intellectual property (IP) and plagiarism guidelines and be aware of the consequences for non-compliance.
Students have the right to have their intellectual property rights recognised and respected. See <a href="#">Ownership of Intellectual Property created by Students</a>	Be respectful of the IP rights of others, including staff and students, and always acknowledge the contribution of others in your assignments.

<b>5 Feedback on Courses and Teaching</b>	
<p>To be given opportunities to provide feedback on teaching staff, course content or any other aspect of their experiences without fear of retribution. See <a href="#">Quality Assurance &amp; Improvement</a></p>	<p>Provide constructive feedback on teaching staff, course content and any other relevant aspect of study (e.g. in the CEI and SET surveys). Such feedback should reflect consideration of the University's teaching and learning environment (i.e. <a href="#">student centred learning</a>), be mindful of its policies on <a href="#">University Teaching</a>, and recognise constraints under which both individual staff and the School operate (eg, buildings and IT facilities).</p>
<b>6 Problems and complaints</b>	
<p>That their grievances are dealt with in a timely and fair manner. That appropriate procedures for dealing with complaints and grievances are in place, that they are clearly defined, transparent as to process, and easily accessible. See <a href="#">Policy and Procedures for the resolution of student grievances</a>, <a href="#">Discrimination and Harassment Grievance Procedures</a> and <a href="#">Student Ombud</a></p>	<p>Be aware of University procedures for complaints and grievances and utilise these procedures appropriately. Attempt to resolve concerns through informal discussion with staff before making a formal appeal.</p>

Source: Adapted from Division of Education, Arts and Social Sciences, Draft: *Charter of Student Conduct*, September 2006.

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## **Bachelor of Business Administration (Specialisation) DBBA - Program**

### **Program overview**

The Bachelor of Business Administration (Specialisation) is an internationally recognised qualification that gives students a general background in all major areas of business.

The degree aims to provide students with a broad-based undergraduate business education that takes into account the skills necessary to perform as a professional in the dynamic global business environment.

The Bachelor of Business Administration (Specialisation) is a popular choice with students because it offers the flexibility of being able to choose three minors or specialisations from a choice of more than 12 specialisations and to have one of these specialisations included in their degree title.

The specialisations include: accounting, marketing, management, administrative management, applied finance, commerce, human resource management, international business, international management, management of information technology, logistics and supply chain management and tourism and event management.

Students have the opportunity to partake in one semester of overseas study as part of their degree. This exciting addition to the Bachelor of Business Administration (Specialisation) further broadens and develops students' skills and knowledge and can be a great advantage when applying for work in this increasingly global business environment. Overseas study can be a life-changing experience, and scholarships are available for students who choose to undertake this option.

### **What will I study?**

In first year, students examine a variety of courses including economics, marketing, management, law, communications, information systems, accounting, and statistics. Courses in the second year further develop and enhance this foundation knowledge, and strengthen students' understanding of concepts such as the nature of management and organisation behaviour, strategy, e-business, the current international environment, economic decision-making, and buyer and consumer behaviour.

## Who will employ me?

Graduates may find employment within a number of business-related fields including accounting, administration, banking, business, economics, finance, importing and exporting, industrial relations, management, marketing, or human resources management.

Graduates may even elect to be self-employed and run their own small businesses. They may work in the areas of health or education, and could find employment within private enterprise or the public sector. With specialisations in three areas, graduates may be employed as para-professionals in small and large businesses in their selected area of study.

## Aim

To provide students with a broad based internationally credible undergraduate business education that takes into account the skills necessary to perform as a professional in the dynamic global business environment.

## Structure

The program comprises 24 courses totalling 108 units.

The eight first year courses (Division of Business core courses) and the two courses 'Finance & Investment' and 'Introduction to E-Business' build the foundation of general business skills and knowledge. Strategic Management in third year includes a strategic component to the program.

The remaining 13 courses comprise one free elective and 3 minors or specialisations, one in Commerce (Accounting), one in Marketing and one in Management. With Program Director approval or in the case of offshore programs based upon market demand, students may also substitute almost any of the other optional minors/specialisations listed below for any of these 3 standard minors.

The courses in the 3 standard minors are:

### Commerce (1)

ACCT 2006 Management Accounting  
ACCT 1006 Financial Accounting 1  
BUSS 3017 Global Issues for Accounting  
ACCT 3008 Management Control Systems

### Marketing (2)

MARK 1008 Buyer and Consumer Behaviour  
MARK 2020 Market Research  
MARK 2010 Market Analysis  
MARK 3005 International Marketing

### Management (3)

BUSS 2046 Organisational Behaviour  
BUSS 3053 International Management Ethics and Values  
BUSS 2043 Foundations of Human Resource Management  
INFS 2022 Project Management: Principles and Strategies

## Bachelor of Business Administration (Specialisation) DBBA – Program Schedule

Course name	Area + Cat. No.	Prerequisites
<b>FIRST YEAR: First Half (Study Period 1, 2 or 3)</b>		
Principles of Economics	ECON 1008	Nil
Management Principles <i>This course must not be attempted by students who have passed or have credit/recognition of prior learning for Introduction to Management.</i>	BUSS 1054	Nil
Accounting for Business <i>This course must not be attempted by students who have passed or have credit/recognition of prior learning for Accounting Decisions and Accountability.</i>	ACCT 1008	Nil
Communication and Information Systems in Business	BUSS 1058	Nil
<b>Second Half (Study Period 4, 5 or 6)</b>		
Marketing Principles: Trading and Exchange	MARK 1010	Nil
Business and Society	BUSS 1057	Nil
Foundations of Business Law <i>This course must not be attempted by students who have passed or have credit/recognition of prior learning for Introduction to Law.</i>	COML 1001	Nil
Quantitative Methods for Business	MATH 1053	Nil
<b>SECOND YEAR: First Half (Study Period 1, 2 or 3)</b>		
Organisational Behaviour (3)	BUSS 2046	BUSS 1054 or (previously BUSS 1030)
Management Accounting (1)	ACCT 2006	ACCT 1005 OR ACCT 1008
Introduction to e-Business	INFS 2019	Nil
Buyer and Consumer Behaviour (2)	MARK 1008	Co-requisite: MARK 1010
<b>Second Half (Study Period 4, 5 or 6)</b>		
Foundations of Human Resource Management (3)	BUSS 2043	BUSS 1054 OR (previously BUSS 1030)
Financial Accounting 1 (1)	ACCT 1006	ACCT 1005 OR ACCT 1008
Management Control Systems (1)	ACCT 3008	ACCT 2006
Project Management: Principles and Strategies (3)	INFS 2022	Nil
<b>THIRD YEAR: First Half (Study Period 1, 2 or 3)</b>		
Finance and Investment	BANK 2005	ACCT 1005 OR ACCT 1008 OR ACCT 1006
Market Research (2)	MARK 2020	MARK 1010
Free Elective		*
Market Analysis (2)	MARK 2010	MARK 1010
<b>Second Half (Study Period 4, 5 or 6)</b>		
Global Issues for Accounting (1) <i>This is a final year course. Students should not attempt this course until the last year of their studies.</i>	BUSS 3017	ACCT 1006; ACCT 2006
International Management Ethics and Values (3)	BUSS 3053	54 units completed
Strategic Management	BUSS 3023	72 units completed
International Marketing (2)	MARK 3005	MARK 1008; MARK 1010 & 2 other marketing courses

\*Elective courses may have prerequisites, please check prior to enrolment

**Rules**

1. Credit up to a maximum of 72 units may be granted for prior study at a recognised institution.
2. With program director approval or in the case of offshore programs based upon market demand, students may also substitute any of the other optional specialisations/minors for any of the minors in the program.
3. Students may choose to retain the bracketed specialisation in the title and insert the specialisation of their choice from the list of approved specialisations. In order for students to include a specialisation of their choice in the title, they must have studied all of the courses in the specialisation/minor. Students who receive credit using electives or non-equivalent substitutes (see note 3) in the minors are not able to include these specialisations in the title.
4. Students may choose to delete the bracketed specialisation from the title and be awarded a Bachelor of Business Administration.
5. Students may substitute a semester of study overseas for one minor (18 units). Students must consult the program director to gain approval for this change and to negotiate a new study plan. If approved the overseas study option will consist of 18 units of approved study in business courses.

**Notes**

1. Optional areas of specialisation include the following minors and courses. These courses and minors may replace the Management, Commerce (Accounting) and Marketing minors after consultation with the program director:

**Administrative Management**

BUSS 2059 Managing Decision Making  
 BUSS 2072 Communication and Organisational Practices  
 BUSS 2055 Managing Organisational Information  
 plus any one (1) of the following  
 BUSS 3067 Organisational Administration  
 BUSS 2053 Procurement and Purchasing Strategies  
 BUSS 3047 Applied Management Concepts

*Students cannot substitute the Management minor in the core degree with the optional administrative management minor. The Administrative Management minor can only replace the Accounting minor or the Marketing minor.*

**Applied Finance**

BANK 1005 Derivatives and Securities Markets  
 BANK 2006 International Currency and Banking Markets  
 BANK 2008 Financial Planning  
 plus any one (1) of the following  
 BANK 3005 Applied Financial Planning  
 BANK 3004 Portfolio and Fund Management

**Commerce**

ACCT 2005 Financial Accounting 2  
 ACCT 3003 Issues in Accounting Theory  
 ACCT 3007 Financial Accounting 3  
 plus one of the following accounting electives  
 INFS 2030 Contemporary Accounting Information Systems  
 ACCT 2013 Cost Management Systems  
 ACCT 2008 Government and Not For Profit Accounting  
 ACCT 2011 Small Business Accounting  
 ACCT 2012 Strategic Management Accounting  
 ACCT 3008 Management Control Systems  
 ACCT 3010 Sustainability Accounting and Reporting

*Some of these courses may not be offered every year. In choosing electives and courses generally, students must ensure that they satisfy any prerequisite requirements.*

**Electronic Commerce**

INFS 1013 Knowledge Management in Organisations  
 INFS 2019 Introduction to e-Business  
 INFS 2028 Electronic Commerce  
 INFS 2018 World Wide Web Development

**Human Resource Management**

BUSS 3038 Strategic Human Resource Management  
 BUSS 2043 Foundations of Human Resource Management  
 COML 2007 Employment Law (previously LAWS 1006 Legal Aspects of Employment)

**PLUS**

*For offshore students:*

BUSS 2048 Performance and Compensation Management

*For onshore students:*

*Plus any one (1) of the following:*

BUSS 1053 Occupational Health and Safety Management

BUSS 3037 Management of Industrial Relations

**International Business**

ECON 1007 Macroeconomics  
 ECON 2009 International Economics  
 ECON 3005 Government and Regulation in the Global Market  
 BUSS 3046 Competitive Strategy

**Marketing**

*Any four (4) of the following\*\**

MARK 2007 Advertising

MARK 2026 Marketing for Services

MARK 3005 International Marketing

MARK 2008 Brand Management

MARK 2013 Personal Selling

MARK 2028 Media Planning

*\*\* subject to availability*

**Management of Information Technology\***

COMP 1008 Business Applications Programming 1

INFS 2004 Data Modelling and Database Design

INFS 2015 Systems Analysis

INFS 3063 Systems Design

\*Note: the following pre-requisites apply to the Management of Information Technology specialisation:

- extensive staff training and local computer and software support is required
- students will require a current entry level computer system to undertake the courses

**Logistics and Supply Chain Management**

BUSS 2054 Principles of Logistics and Supply Chain Management

BUSS 3027 Integrated Supply Chain Management

ENVT 2002 Management Practicum 1

BUSS 2058 Managing Services and Sustainability

**Tourism and Hospitality**

TOUR 1001 Understanding Travel and Tourism

TOUR 2005 Managing the Hospitality Experience

SPRC 1004 Leisure Concepts

TOUR 2009 Foundations of Event Management

2. It is possible that with Program Director approval and as long as prerequisites are met, students could substitute up to four individual alternative non-Division core courses at the same or higher level (subject to having the prerequisites and course availability). This would allow students to have:

- a. up to four minors
- b. two minors plus courses which complement their chosen career or
- c. a major by choosing extra courses to compliment an existing minor (eg eight marketing courses).

3. For offshore delivery (OBBA) minors will be predetermined by location after a market analysis. Alternatively, students could travel to Australia to take other minors/courses in the face-to-face mode or take them as external courses.

4. During 2008 and 2009 there has been a major review of the Division of Business core courses. As a result of this review a new core will be introduced in 2010. The below table outlines the new core courses and the prior courses for which students will receive recognition of equivalence/level of academic equivalence. This transition applies to all students who were enrolled in a Division of Business undergraduate degree program as at study period 5, 2009.

<b>Pre 2010 Course Courses</b>	<b>2010 Core Courses</b>
MARK 1010 Marketing Principles: Trading and Exchange	MARK 1010 Marketing Principles: Trading and Exchange
LAWS 1002 Introduction to Law or LAWS 1007 Marketing and Trade Practices Law	COML 1001 Foundations of Business Law
MATH 1029 Statistical Analysis in Business or MATH 1052 Statistics for Business or MATH 1053 Quantitative Methods for Business	MATH 1053 Quantitative Methods for Business
BUSS 1054 Introduction to Management	BUSS 1054 Management Principles
ACCT 1005 Accounting, Decisions and Accountability	ACCT 1008 Accounting for Business
INFS 1013 Knowledge Management in Organisations or INFS 1011 Business Information Systems	BUSS 1058 Communication and Information Systems in Business
ECON 1007 Macroeconomics or ECON 1006 Microeconomics or ECON 1006 Economic Principles	ECON 1008 Principles of Economics
COMM 1054 Managing Communication in Business	BUSS 1057 Business and Society

## Course Descriptions

### Division Core Courses for Bachelor of Business Administration (Specialisation)

All undergraduate programs in the Division include the eight division core courses. Each core course is offered in Study Period 2 and Study Period 5.

Study Period	Area	Catalogue Number	Course ID	Course Description
SP2/SP5	ACCT	1008	105457	Accounting for Business
SP2/SP5	BUSS	1058	105459	Communication and Information Systems in Business
SP2/SP5	COML	1001	105394	Foundations of Business Law
SP2/SP5	BUSS	1057	105458	Business and Society
SP2/SP5	MATH	1053	101178	Quantitative Methods for Business
SP2/SP5	MARK	1010	010704	Marketing Principles: Trading and Exchange
SP2/SP5	ECON	1008	105460	Principles of Economics
SP2/SP5	BUSS	1054	101011	Management Principles

#### 1. Accounting for Business

**Course Code ACCT 1008**

*This course must not be attempted by students who have passed or have credit/recognition of prior learning for Accounting Decisions and Accountability.*

- Accounting and the business environment
- Accounting information and its role in decision making for management and external stakeholders
- Recording, reporting and analysing business transactions within the accounting cycle
- Analysis and interpretation of financial statements and cashflow for business users
- Use of accounting information for business planning

#### 2. Communication and Information Systems in Business

**Course Code BUSS 1058**

The course will include the following content:

- the influence of globalisation and cultural diversity on communication in organisations
- the influence of communication theories on organisations namely; non-verbal, interpersonal, intrapersonal, intercultural, group, organisational communication, effective listening and oral presentations,
- the management of organisational communication and information systems,
- the impact of technology and the internet in the global business environment,
- the strategic value of information and business intelligence in key enterprise systems,
- creating, managing and sharing information and knowledge in business through the effective use of technologies and systems.

**3. Foundations of Business Law****Course Code COML 1001**

*This course must not be attempted by students who have passed or have credit/recognition of prior learning for Introduction to Law.*

Topics will be drawn from the following:

- Introduction to the Australian legal system and functions of law in the business environment;
- Dispute resolution outside of the courts including ethical considerations related to business disclosures and confidentiality and business ethics in relation to legal problems;
- The development of legal problem-solving skills;
- Business contracts including forming and interpreting contracts;
- Dealing with suppliers including the concepts of good faith and unconscionability;
- Marketing of goods and services including product safety and consumer protection law, misleading and deceptive conduct and other Trade Practices Act considerations;
- Legal risk management including potential remedies for breach of obligations;
- Employing staff and/or agents;
- Choosing a business vehicle;
- Liability for negligence;
- Corporate social responsibility;
- Dealing with financial difficulty.

**4. Business and Society****Course Code BUSS 1057**

Business and society provides an introduction to the relationship between society, business, government, and the not-for-profit sector. It considers the historical and cultural influences on that relationship and the responsibilities of professionals as managers, practitioners, employees and customers. It provides the foundation for future study in Division of Business courses.

**5. Quantitative Methods for Business****Course Code MATH 1053**

Business Mathematics and Statistics for decision making: time value of money and net present value calculations with applications, working with equations and graphs of straight lines, linear programming, quantitative research principles in collecting, summarising and displaying business data, index numbers, relations in categorical data, measures of association, fitting straight lines, elementary probability concepts, the normal distribution and its business applications, elementary estimation and hypothesis testing, elementary decision making with Excel spreadsheets.

**6. Marketing Principles: Trading & Exchange****Course Code MARK 1010**

This course introduces students to the role and contribution of Marketing Principles and thinking to achieving positive outcomes for most organisations and enterprises today. Marketing and marketing people are used in, and by, most types of organisations both big and small; for example, commercial, government, educational, artistic and social. The course will cover the main concepts and principles that underlie marketing thinking and practice. It will require students to understand these and also find out how they are applied in a range of enterprises. As part of the course, students research a nominated organisation over the study period and present their findings as to how the organisation uses marketing. The course also covers issues pertaining to group collaboration as well as oral presentation skills.

**7. Principles of Economics**

**Course Code ECON 1008**

*This course must not be attempted by Commerce degree students who have passed or have credit/recognition of prior learning for Microeconomics or Economic Principles.*

The economic decisions faced by individuals, households, firms and governments and the role of a mixed market economy in resource allocation decisions in the macroeconomy; analysis of prices and output determination in the context of markets and incentives; market structures, competition policy and its implication for the general economy; the strengths and weaknesses of the market mechanism and the role of public policy; Australia and the fundamental relationships in its macroeconomy; Gross Domestic Product, unemployment and inflation; business cycles; significance of international trade; introductory macroeconomic models; the role of government and economic policy; and economic analysis of contemporary economic issues.

**8. Management Principles**

**Course Code BUSS 1054**

*This course must not be attempted by students who have passed or have credit/recognition of prior learning for Introduction to Management.*

The nature and meaning of management, work and work organisation; influence of changing technology on management processes and practices; the motivation of people to achieve organisational objectives; social relations in the work place; organisational culture and control; conflict, its regulation and management; cross-cultural dimensions; global trends.

## Business Administration Major Courses Snapshot

Course name	Area + Catalog No.
Organisational Behaviour	BUSS 2046
Management Accounting	ACCT 2006
Introduction to e-Business	INFS 2019
Buyer and Consumer Behaviour	MARK 1008
Foundations of Human Resource Management	BUSS 2043
Financial Accounting 1	ACCT 1006
Management Control Systems	ACCT 3008
Project Management: Principles and Strategies	INFS 2022
Finance and Investment	BANK 2005
Market Research	MARK 2020
Market Analysis	MARK 2010
Global Issues for Accounting	BUSS 3017
International Management Ethics and Values	BUSS 3053
Strategic Management	BUSS 3023
International Marketing	MARK 3005

**Please note** With Program Director approval and as long as prerequisites are met, it is possible to substitute up to four individual alternative Business Administration courses (mentioned above) at the same or higher level (subject to having the prerequisites and course availability).

## Business Administration Major Courses Detailed

### Organisational Behaviour

**Course Code BUSS 2046**

The nature of organisational behaviour, individual behaviour in organisations; personality; perception; motivation concepts; decision-making; cultural differences; leadership, managing and understanding groups and teams; influence and power; managing organisations through change; stress management and organisational culture.

### Management Accounting

**Course Code ACCT 2006**

Management accounting information that creates value; Cost terms, concepts & behaviour; Cost estimation & CVP analysis; Product costing systems; Overhead costs; ABC; Budgeting; Standard costing: material & labour; Standard costing: overhead; Tactical decision-making; Pricing & product-mix decisions.

### Introduction to e-Business

**Course Code INFS 2019**

The impact of strategic change and E-Business, Models for E-business; impact of internet technology on the value chain; the importance of logistics to e-business; impact on organisational communication and change; identification of internet technologies; web site implementation issues, issues surrounding internet payment and transaction systems (including security); promotion of e-businesses; relevant legal frameworks and impact of legislation; new forms of business and business applications; future trends.

### Buyer and Consumer Behaviour

**Course Code MARK 1008**

Buying behaviour and buying behaviour theories; cultural, class, family and other key external factors influencing consumers' purchasing; repeat buying patterns (NBD theory and NBD-Dirchlet); memory (brand beliefs) and brand salience; patterns in belief and attitude data; customer evaluations of service and their relationship with future behaviour; the diffusion of innovations (Bass model); the consumer as a shopper, reactions to marketing interventions, segmentation.

**Foundations of Human Resource Management****Course Code BUSS 2043**

The effects of sociological, legal, economic, ethical, political, strategic and environmental changes, issues and developments on human resource management processes, practices, programs and policies.

**Financial Accounting 1****Course Code ACCT 1006**

Confirmation and expansion of the knowledge pertaining to the complete accounting cycle with emphasis on the design and implementation of double entry accounting systems as applied to manual and computerised formats. An introduction to the financial reporting environment including an introductory exposure to various accounting standards used in financial accounting. An introductory investigation of the practical, theoretical and ethical issues underlying the application of accounting standards with particular reference to the acquisition, depreciation and disposal of Non-Current Assets, Inventories, Accounts Receivable, Cash Controls and Liabilities.

**Management Control Systems****Course Code ACCT 3008**

The nature of management control systems; behaviour in organisations, particularly as it pertains to structure, performance evaluation and culture; planning and control processes; controls for differentiated strategies; planning and control in multinational organisations.

**Project Management: Principles and Strategies****Course Code INFS 2022**

Introduction of project management concepts; project evaluation and risk, project planning and control; the principles of planning and scheduling techniques. Project proposals; role of the project manager; resource negotiation and conflict resolution techniques; budgeting and cost estimating; resource allocation. Advanced techniques for monitoring and control of project operations and relationships including soft systems methodologies. Project strategy and governance.

**Finance and Investment****Course Code BANK 2005**

The international financial environment and the role of finance in business: financial objectives of firms, agency costs, efficient markets; mathematics for business, cash flow, time value of money; share price information and price earnings ratios. Investment evaluation: net present value and other criteria; risk and uncertainty in capital investment decisions, evaluation of international operations, integration of cross cultural norms. Capital structure and cost of capital: intermediate and long term funding; debt valuation; equity models, dividend valuation, capital asset pricing model; weighted average cost of capital; theoretical debate on structure and the value of the firm.

**Market Research****Course Code MARK 2020**

The role of market research in an organisation, overview of the Australian market research industry, briefing & choosing a research provider, key stages in a research project, what constitutes "good" research, ethics & privacy issues, qualitative research, reliability & validity, sampling & non-response, questionnaires, overview of quantitative data types, fieldwork management, overview of data analysis tools, secondary & internal data, designing a research system, future trends in market research.

**Market Analysis****Course Code MARK 2010**

Numerical methods for consumer and business-to-business markets in single and repeat purchase product categories and as can be applied through the use of widely available computer software. The principals of data reduction and the effective communication of quantitative results using tables and graphs. The use and interpretation of models in marketing decision making and in exploring the implicit knowledge of marketers. Structure, use and interpretation of metrics and models for adoption, including the Bass model, for repeat purchase, including Dirichlet model and for the competitive evaluation of product offerings, including logit and the conjoint models. Methods for analysing purchase and audience data and for data mining.

**Global Issues for Accounting****Course Code BUSS 3017**

- Globalisation
- Global competition
- International politics and law
- Cultural influences on business and accounting
- International corporate governance
- Accounting for foreign currency transactions
- Translation of foreign currency financial statements
- International financial reporting issues
- Strategic accounting issues

**International Management Ethics and Values****Course Code BUSS 3053**

The place of ethics in business and management; ethics, culture, decisions and rationality; types of ethical problem: dilemmas, weakness of will, choice of a value set; decision models; stakeholders; ethical argument; ethics programs; international case studies; role of narrative in establishing values.

**Strategic Management****Course Code BUSS 3023**

Concepts in strategic management and corporate strategy; frameworks for strategic analysis; strategic intent and the core competence of the corporation; analysis of resources and capabilities; strategies for global competition; strategic decision making; strategy implementation; culture and change management; assessing and controlling strategic performance; case analysis methodology.

**International Marketing****Course Code MARK 3005**

An analysis of world trading patterns; Australian performance and opportunities in the international market; culture as a key business environmental factor; researching and understanding overseas markets; performance factors that determine international competitiveness; market entry: licensing, franchising, turn key contracts, contract manufacture, acquisition and overseas subsidiaries; international pricing, product and promotional standardisation, distribution practices, international selling and negotiation techniques.

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## Elective Courses

### Terminology Explained:

#### **Professional Minor/Sequence**

A stream of related elective courses in a single discipline that students of a particular degree are strongly encouraged to complete.

#### **Minor / Specialisation**

A stream of related elective courses in a single discipline area that students can choose to complete to reflect their interests and which comprises up to 18 units (commonly four courses).

#### **Major**

A stream of related courses in a single discipline area that students can choose to complete to reflect their interests and which comprises 36 units (commonly eight courses).

## Minor/s

A minor enables you to use your non-core courses to develop some expertise in three discipline areas. In DBBA you can use your non-core courses to build up to three minors. Some planning is required in advance to ensure that you are able to complete your courses in the correct order, as some courses will have prerequisites, and are not offered in every Study Period or year. You may need to seek advice from your program director or program advisor.

The following are the suggested standard minors/specialisations that could be undertaken in DBBA:

Course name	Area + Catalog No.
<b>Commerce:</b>	
Management Accounting	ACCT 2006
Financial Accounting 1	ACCT 1006
Global Issues for Accounting	BUSS 3017
Management Control Systems	ACCT 3008
<b>Marketing:</b>	
Buyer and Consumer Behaviour	MARK 1008
Market Research	MARK 2020
Market Analysis	MARK 2010
International Marketing	MARK 3005
<b>Management:</b>	
Organisational Behaviour	BUSS 2046
International Management Ethics and Values	BUSS 3053
Foundations of Human Resource Management	BUSS 2043
Project Management: Principles and Strategies	INFS 2022

## Optional Specialisations

With Program Director approval you can substitute the suggested minors (listed above) with the optional specialisations in the following discipline areas:

- Administrative Management
- Applied Finance
- Commerce
- Electronic Commerce
- Human Resource Management
- International Business
- Marketing
- Management of Information Technology
- Logistics and Supply Chain Management
- Tourism and Event Management

Please refer to the Program Schedule Notes for a detailed description of each optional specialisation area.

For further information about Electives/Free Elective and Optional Specialisations Courses for Business Administration (Specialisation) please visit/contact:

<http://www.unisanet.unisa.edu.au/majorminor/displaymajor.asp?Year=2010>

Lyn Nipperess

Program Advisor: Undergraduate

School of Commerce

Telephone: 08 8302 0294

Email: [lyn.nipperess@unisa.edu.au](mailto:lyn.nipperess@unisa.edu.au)

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## Commerce Work Practicum (BUSS 3051)

Gain an upper hand when it comes to getting a job through the Commerce Work Practicum.

The Commerce Work Practicum is a non-paid 150-hour project supervised by both a UniSA Academic Supervisor and a host organisation.

Participating in a practicum provides you with the opportunity to apply the theories of your discipline in a practical and actual business setting whilst also obtaining 4.5 unit credits towards the elective course BUSS 3051.

For further details and updates please refer to:

- Student Information Kit 2010
- Student Evaluation of Performance Form 2010  
(available from [www.unisa.edu.au/commerce/](http://www.unisa.edu.au/commerce/))

Previous host organisations have included Coca-Cola Australia, BAE Systems Australia, PriceWaterhouseCoopers Australia to name a few.

### Brief Structure:

- Students will be placed with an employer host organisation and will undertake a research project under supervision from both an academic within your discipline area and a senior manager within the organisation;
- Assessment will be based on a 3000-4000 words report plus a presentation to the host organisation;
- The project-based study will take place at the host organisation and outside depending upon negotiated arrangements - but will span over 15 weeks commensurate with a normal semester period and workload;
- For further information please refer to the Student Information Kit 2010.

### Selection Criteria:

- We are anticipating around 3-4 placements will be available in both SP2 and SP5 2010. Given the limited placements, offerings will be merit-selected (determined by the course coordinator).
- Students will need a GPA of at least 5 from their core program-based courses

For further information about Commerce Work Practicum please contact:

Ron Donato (Course Coordinator)

Telephone: 08 830 20319

Email: [ronald.donato@unisa.edu.au](mailto:ronald.donato@unisa.edu.au)

## Work Placement Scheme

The Work Placement Scheme offers support to students who wish to undertake an unpaid work placement relevant to their program of study. You must be enrolled for the duration of the placement or between study years in accordance with the University's insurance policy. The Work Placement Scheme is aimed at final and penultimate year undergraduate students. However, other students may take up a WPS placement if they hold skills at a relevant level, have the approval of their Program Director and have been successful in an application.

There are two ways you can obtain a placement:

1. By sourcing your own placement. This allows you to target the organisations, roles, or industries that interest you most. Also, you don't need to worry about competing with other students for the placement position. The [Work Experience](#) section of the Career Services website provides information about how to find work experience opportunities.
2. By applying for Work Placement Scheme projects advertised on [MyCareerPlan](#). These positions are displayed under **jobs** with the prefix WPS (see *Vacation/Internship/Cadetship/Work Experience* and *Voluntary/Community*). You will need to contact the Career Services staff member nominated in the advertisement, who will provide you with the application instructions.

### How long are WPS placements?

If you source your own placement, you can negotiate the timeframe with the host organisation. Placements advertised on [MyCareerPlan](#) will indicate the timing for the project. For example, some may be for one day a week for two months or for an entire week during a semester break, up to 16 consecutive weeks. No placement can require students to work more than two days a week during the study period.

### Can I be assessed on my placement?

Work Placement Scheme placements are undertaken in your own time, and are not a formal part of your program. This means that you can negotiate your hours with your host organisation. The only involvement of your academic staff will be that your Program Director will have to sign an insurance form agreeing to your participation in the placement and confirming that the placement is relevant to your program.

### Career Services

Your career starts here with your UniSA studies and by using your university experience wisely you can graduate ahead of the pack with a great start to your career. Plan Your Study.

Create a career plan for your study time that includes research into employment options for your degree, a plan for gaining experience and knowledge in the field, and a strategy for targeting and winning your first graduate role.

Visit [UniSA.edu.au/Careers](http://UniSA.edu.au/Careers) for online hints and tips, attend Careers Workshops advertised on [MyCareerPlan](#) and through your weekly Careers emails, and book a Career Consultation at your LTU.

Manage Your Resources

Always check your Careers emails for events, workshops, work placements and employment. Emails are always targeted to discipline areas and are a valuable resource to researching graduate employment and paid vacation internships too.

Create an account on MyCareerPlan, save searches that match your current needs, track your experiences, skills and achievements and use these to build your resume. Seek out Work Placement Scheme opportunities, study related employment and graduate career options as well as browse through a range of graduate employer profiles.

**Get connected**

Use the Employment and Careers Expo, International Careers Day (for International students) and Work Experience Fair to connect you directly with employers, alumni and work placement providers. In many cases you will be able to speak with the Human Resources staff (the people who will judge your application) and recent graduates who can tell you about their road to success.

Attend Employer Presentations, listed on MyCareerPlan and emailed directly to your inbox, this is your chance to speak with employers about opportunities and how to win the position. Make the most of Careers Forums and all opportunities to connect with employers and alumni – and ask questions on how to use your time at UniSA for success in your career!

**Where to find us:**

LTU at each campus (City West next to Campus Central)

[UniSA.edu.au/careers](http://UniSA.edu.au/careers)

MyCareerPlan – under “My Services” in “My UniSA”

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## Other Study Options

### Business Double Degree DBDD - Program

#### Why Choose a Different Business Double Degree?

The Business Double Degree gives you complete flexibility - you are no longer bound by tradition, or what the University specifies. If you can see an opportunity in the work environment, you can select the degree combination which will help you take advantage!

Interest in double degree programs is on the increase - why? Having a good degree is essential in today's competitive graduate job market. The number of students enrolling in university programs is at its highest rate ever, so what will make you stand out from the crowd when employers are looking at your CV? A Business Double Degree at UniSA!

#### Aim

This program provides a high degree of flexibility for students to combine any two single degrees in the Division of Business. A double degree provides a number of benefits, in particular:

- Wider career options, now and in the future
- Shows dedication to studies, which is a good indication to employers of your work ethic
- Gaining a significant range of skills and knowledge which employers value
- Becoming multi-skilled
- Gaining a broad outlook

#### Key Benefits to You

- YOU decide what combination of degrees you want to study of any B. Business, B. Applied Finance, B. Commerce, B. Management and B. Arts (International Studies, Aboriginal Policy and Management, Aboriginal Studies, Australian Studies) degrees. There are over 100 possible combinations.
- YOU will receive two parchments - one for each degree you study.
- YOU only need to study for a minimum 4 years full time (or the equivalent part-time).
- YOU will be able to choose wider career options and greater opportunities now and further down the track.
- YOU will have accelerated career prospects as increasingly employers are looking for multi skilled employees.

#### Program Length

The Business Double Degree can be completed in a minimum of 4 years full-time or part time equivalent. More information on the Business Double Degree can be found at <http://www.unisanet.unisa.edu.au/programs/program.asp?Program=DBDD&Year=2010>

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## Services for Students

### Email

Each student will receive an email address. You will receive information via email throughout the year. Course Coordinators may choose to distribute course administrative information this way. You are advised to check your email daily and to keep your email account maintained.

### Library

The University Library provides reference material and services to all Schools of the University of South Australia. On the City West Campus, the Library is located in the Catherine Helen Spence Building. The Library conducts tours early in the first half of the year, students are encouraged to attend.

### Computer Facilities

There are computer facilities and terminals available for the use of students and staff. The main computer pool for the School of Commerce students is located in the George Kingston Building, City West Campus.

In addition, computer pools on other campuses of the University are available for use by University of South Australia students. However, there is a range of specific software installed in each pool, and students should check with the software listings on the noticeboards of each pool to determine whether the computers have the software they require.

Rules require that students do not eat or drink in the computer rooms. The use of computers is restricted to study-related work. Students using them for personal use, especially for games, will be asked to leave. The display of offensive or pornographic material may lead to penalties.

Further details of the computing facilities at the University are presented at the Computer workshops during Orientation.

### Learning and Teaching Unit

The Learning and Teaching Unit provides a wide range of services for students including: counselling, learning support, welfare and careers advice, referral and general information. The Learning and Teaching Unit is located in the Yungondi Building, Ground Floor (City West), <http://www.unisa.edu.au/ltu/default.asp>  
Phone: 8302 0022 or 1300 656 377(cost of a local call).

## Submission and Return of Assignments (*AssignIT*)

All text based assignments are required to be submitted via *AssignIT*. *AssignIT* is an online service allowing assignments to be submitted directly to the Course Coordinator. Please note that **submission opening and closing times apply** (this means that you cannot submit your assignment before or after the specified submission date and time), refer to your relevant Course Coordinator for the nominated submission times.

Once marking is completed, you will be informed by email and can collect your assignment or feedback and grade via *AssignIT*. All assignments must use the Assignment Cover Sheet. Copies of the Assignment Cover Sheet can be obtained via *AssignIT* when you are submitting your assignment.

Full instructions on how to use *AssignIT* are available in the 'Students' section of this web site: [www.unisa.edu.au/helpassignIT/students/default.asp](http://www.unisa.edu.au/helpassignIT/students/default.asp)

For other general information regarding the submission of assignments, please refer to *Extra Course Information* at [www.unisanet.unisa.edu.au/extracourseinformation/default.asp](http://www.unisanet.unisa.edu.au/extracourseinformation/default.asp)

## Student Administration Forms

The University's administration system requires you to complete a relevant form in order to enable such requests as: leave of absence, internal transfer between programs, or application for credit, efficiently and effectively. All student administration forms can be found at: [www.unisa.edu.au/student/forms/default.asp](http://www.unisa.edu.au/student/forms/default.asp)

## Security and Callpoints

Several locations on campuses are equipped with emergency wall phones for direct contact with Security staff. These are distinguished by a sign overhead and will automatically dial direct to Security. Exact location details can be found here: <http://www.unisa.edu.au/facilities/security/citywest.asp>

When calling from call boxes please state call box number you are calling from. Directions for the use of the call boxes are clearly marked on the front of the call box. Make yourself familiar with the locations of these call points - if you don't, it might be too late in an emergency. To obtain a brochure listing the locations of all call points contact your local Security office.

Campus Security in City West is located in Yungondi Building, Room Y1-55 tel: 8302 0000 (if dialling from outside telephone). Alternatively dial Security (all hours) 1 800 500 911 - free call. Security staff are responsible for the opening and closing of buildings, and all security on campus. They are available to escort students and staff through the University grounds and to the Car Park. Arrangements for the escort service may be made by contacting direct the on-duty security officer on your campus. Security is maintained over a 24 hour shift, seven days a week.

## Campus Central – Information Centre

Campus Central staff will assist you with completing administrative procedures such as organising your student card, obtaining enrolment advice and timetable, purchasing readers and accessing safe and affordable accommodation options. Campus Central is located in the Yungondi Building, Ground Floor (City West), telephone: (08) 8302 0511 or 1300 301 708 (cost of a local call), [www.unisa.edu.au/campuscentral/](http://www.unisa.edu.au/campuscentral/)

## Final Grades & GPA

Final Grades Awarded by the University of South Australia:

Grade	Notation	Notational %
High Distinction	HD	85 - 100
Distinction	D	75 - 84
Credit	C	65 - 74
Pass level 1	P1	55 - 64
Pass level 2	P2	50 - 54
Fail level 1	F1	40 - 49
Fail level 2	F2	below 40
Conceded Pass	CP	
Terminating Pass	TP	
Non-graded pass	NGP	
Non-graded pass	NG	
Satisfactory	S	

**Note:** Students who are granted more than 10 courses credit may only be eligible for one Conceded Pass and one Terminating Pass.

There are also some interim notations that are used where no final grade has been given. These are detailed in the following table.

Name	Interim notation on MyUniSA	Explanation Refer to <i>Assessment and results in the Assessment Policies and Procedures Manual*</i> .
Supplementary assessment	S	Often referred to as a "supp". This indicates that your work is below pass level but that you have been granted another assessment on academic grounds.
Deferred assessment	D	Indicates that you have been granted, on medical or compassionate grounds, permission to complete the assessment at a later time.
Incomplete assessment	I	Indicates that the assessment for the course is not completed and an extension of time has been allowed.

\*<http://www.unisa.edu.au/policies/manual/default.asp>

### What is a Conceded Pass?\*

If you fail the course with a mark between 45% and 49%, and achieve a grade point average (GPA) for the study period of at least 3.75, you may be eligible for a 'conceded pass' as part of the Academic Review of student progress. A conceded pass permits you to use the course as a pre-requisite for another course.

**What is a Terminating Pass?\***

As part of the academic review of student progress for undergraduates, you may be given a terminating pass if the marks achieved are between 45-49%. This can only be done when your overall results for the study period are considered as well as other course-specific rules for terminating passes. A terminating pass does not permit you to use the course as a pre-requisite for another course. Other conditions apply and are available in the policy documents.

**\*Please note** CPs and TPs are not available in most Commerce degree courses.

**Grade Point Average (GPA)**

**What is GPA?**

The Grade Point Average (GPA) is the average of all your grades for the study period by using the following formula:

**Formula**

GPA = Sum of (grade points) divided by the sum of number of courses undertaken per study period

$$\text{GPA} = \frac{\text{Sum of (grade points)}}{\text{Sum of the number of courses undertaken per study period}}$$

## When is a Grade Point Average used?

The Grade Point Average (GPA) is used to determine your eligibility for:

- internal transfer between Programs
- prizes and awards
- a Terminating Pass (TP)
- a Conceded Pass (CP)
- alternative entry (other than SACE) into Program

### Grade Point Average Weighting System

Grade Description	Grade	Grade Point Weighting
High distinction	HD	7
Distinction	D	6
Credit	C	5
Pass level 1	P1	4.5
Pass level 2	P2	4
Supplementary pass	SP	3.5
Conceded pass	CP	3
Terminating pass	TP	3
Fail level 1	F1	1.5
Fail	F	1.5
Fail level 2	F2	1
Withdraw Fail	WF	1.5
Non-graded pass	NGP	Value of 4 points, but are included in the calculation only if GPA is less than 4.
Satisfactory	S	

#### Example:

A student receives the following grades over two terms:

Course 1: Distinction                      Course 3: Pass level 1

Course 2: Credit                              Course 4: Pass level 1

$$\text{GPA} = \frac{(6 + 5 + 4.5 + 4.5)}{4 \text{ (courses)}}$$

$$\text{GPA} = \frac{20}{4}$$

$$\text{GPA} = 5$$

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## Academic Integrity

The University's academic policies are the rules which govern student enrolment in, and academic progress through, the University. They provide a clear statement of the University's position on academic and student issues and the procedures to be followed. It is your responsibility to be aware of all these policies. These policies can be found at: [www.unisa.edu.au/policies/policies/default.asp](http://www.unisa.edu.au/policies/policies/default.asp)

### Academic Integrity

The University considers academic misconduct to be very serious. The penalties for students who are involved in academic misconduct can be quite severe.

From clause 9.2.1 of the 2010 Assessment Policies and Procedures Manual, academic misconduct includes:

- a) plagiarism (see clause 9.2.2);*
- b) breaches of the examination procedures specified in Section 6: Examination Procedures,*
- c) presentation of data with respect to laboratory work, clinical placements, practicums, field trips or other work, that has been copied, falsified or in any other way obtained improperly;*
- d) inclusion of material in individual work that has involved significant assistance from another person, where such assistance is not expressly permitted in the course information booklet;*
- e) providing assistance to a student in the presentation of individual work, where such assistance is not expressly permitted in the course information booklet;*
- f) falsification or misrepresentation of academic records; and*
- g) any other actions that contravene the principles of academic integrity.*

More information on Academic Integrity can be found at [www.unisa.edu.au/policies/manual/default.asp](http://www.unisa.edu.au/policies/manual/default.asp)

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## School of Commerce (Honours) Scholarships

### About Scholarships<sup>1</sup>

The School of Commerce (Honours) Scholarships are open to candidates who are enrolled in (or are considering admission into) the Bachelor of Business (Honours)/Bachelor of Commerce (Honours) (DHBB) Program in Study Period 2, 2010 academic year with a research focus in any discipline<sup>2</sup> offered by the School of Commerce. To be eligible for these scholarships, students must study their honours year internally in Australia (onshore).

The scholarships will be awarded to candidates considered most likely to succeed at producing research in the area of the School of Commerce.

The awarding of a scholarship is conditional upon meeting the following criteria:

- the scholarship will be available for candidates who are enrolled in (or are considering admission into) the Bachelor of Business (Honours)/Bachelor of Commerce (Honours) (DHBB) Program
- the candidate must provide a covering letter
- the candidate must provide an essay of up to 1000 words outlining the area of their proposed research topic

### Scholarship Value

Up to six Scholarships will be awarded each year, and will provide payment of \$10,000 (each) for a single year. The scholarships will be paid after the census date of Study Period 2, each academic year.

### Selection Panel

Shortlisted candidates will be interviewed by a panel comprising:

- the Head of School (Commerce)<sup>3</sup> and
- two relevant academic staff members of the School of Commerce.

### Selection Interview

At the interview candidates will be invited to give a short presentation and may be asked to answer questions by the panel. The selection panel will consider the following:

- academic merit
- merit of the proposed research topic and
- communication skills

### Scholarship Conditions

- It is a condition of the scholarship that recipients will be supervised by a relevant academic member of the School of Commerce.
- Students who suspend their studies, may be asked to repay the scholarship.

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<sup>1</sup> Scholarships are subject to change and are awarded based on conditions current at the time of award

<sup>2</sup> Commerce (Accounting), Applied Finance, International Business/Market Regulation, Property and Business Administration

<sup>3</sup> The Head of School reserves the right to amend the interview panel if required

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## **Other Scholarships, Prizes and Awards offered by the School of Commerce**

The School offers a number of Grants and Scholarships, relating to the various programs. Details of these scholarships can be found on:  
[http://www.unisa.edu.au/scholarship/undergraduate/ug\\_bue.asp](http://www.unisa.edu.au/scholarship/undergraduate/ug_bue.asp)

The School of Commerce also offers a number of Prizes and Awards for high academic achievement by high profile institutions each year, more details can be found on:  
<http://www.unisa.edu.au/student/awards/bue.asp>

## Career Options

### What are my career options?

Complete a Bachelor of Business Administration at UniSA and your internationally recognised qualification will give you flexibility to make broad choices about your ultimate career direction. The skills and knowledge that this program of study helps you to develop – a well-rounded and practical understanding of what it takes to perform as a professional in the dynamic global business environment – are attributes that many employers worldwide are seeking.



Combining your core skills and knowledge with experience that can be gained from overseas study will broaden your horizons and take you to places where there is a demand for business professionals with the skills and experience you have gained from completing this program. Business Administration graduates can enjoy the freedom of seeking work across a wide spectrum of areas as most businesses and government departments require skilled administration specialists across many facets of operation. By starting in a graduate entry position with this degree, you have the opportunity to progress towards specialist management roles, offering you an upward career path that will be both challenging and rewarding. The opportunity for specialised study exists to further improve and focus your career opportunities.

Graduates of this degree can start their careers in roles such as administration officer/assistant; business administration officer/assistant and work their way up to roles such as administration manager; records manager; business administration specialist; operations manager. Depending upon the specialisations taken in the degree, para-professional careers in various areas are available. Some graduates take this broad degree to provide them with the knowledge they need to become entrepreneurs in their own right.

Visit *UniSA's Career Services* for information about business administration and other graduate positions, recruitment timetables, and assistance with resume preparation and honing of interview skills at [www.unisanet.unisa.edu.au/careers/](http://www.unisanet.unisa.edu.au/careers/)

Also, visit *Division of Business: Careers* service committed to providing career support and assistance to students <http://www.unisa.edu.au/business/alumni/careers/>

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## Further Study in the School of Commerce

### Honours Programs

#### **Bachelor of Business (Honours), Bachelor of Management (Honours), Bachelor of Commerce (Honours) DHBB – Program**

It is possible to undertake an Honours year. By providing graduates with opportunities for advanced study in various business and management discipline areas, this program is designed to develop in graduates the ability to undertake academic research and proceed to PhD work.

The program is available in three options:

- A. Bachelor of Business (Honours)
- B. Bachelor of Management (Honours)
- C. Bachelor of Commerce (Honours)

Students may enrol in the option of their choice. The program of study for each option is identical. There are two intakes per year, Study Period 2 and Study Period 5.

#### **Program overview**

The Honours program provides an advanced year of study through coursework and a thesis in Business, Commerce, Marketing or Management for students who have completed an undergraduate degree with superior grades in a business-related discipline. It can be taken in any area of business under qualified supervision, and is intended to develop research skills and the ability to carry out research, in preparation for either an academic career or a career in business and/or government.

Successful completion of the Honours program is rewarded with a prestigious undergraduate qualification which gives a competitive edge to graduates on seeking professional employment and is also recognised worldwide as a direct entry path to a PhD. The honours year is a unique opportunity to learn and develop your research skills, while also acquiring expertise in a specialist area of research interest within a single year of study.

### **What will I study?**

The first study period of the Honours program involves classes/workshops in Research Methods and Data Analysis. Students also participate in and provide a critique of seminars by visiting researchers and undertake a literature review on a topic of their interest. The second study period is devoted to developing and writing a thesis under supervision of a senior academic in one of the fields of accounting, economics, finance, business law, business education, human resource management, entrepreneurship, marketing or sport & recreation management.

### **Who will employ me?**

UniSA Honours graduates are either employed in high-status roles within government, banking, professional firms and other prominent corporations, or have gone on to successfully complete PhD studies.

An honours degree develops advanced thinking and analytical capabilities that give honours graduates a competitive advantage when initially seeking a professional position and also over their longer-term career.

For further information about DHBB Programs please contact:

Dr Brianne Hastie  
Program Director - Honours  
Office: DP2-37  
Telephone: 08 8302 0289  
Fax: 08 8302 0904  
Email: [brianne.hastie@unisa.edu.au](mailto:brianne.hastie@unisa.edu.au)

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## Postgraduate Programs

The School offers the following postgraduate programs:

### Master of Business:

- Accounting (**NEW!** Commences Study Period 5, 2010)
- Professional Accounting
- Professional Accounting and Finance
- Professional Accounting and Specialisation
- Property

### Graduate Diploma in Business:

- Professional Accounting
- Property

### Graduate Certificate in Business:

- Professional Accounting
- Property

Enquiries on these programs can be directed to the School office.

### Why Continue Studying with Us?

1. We have a long and proud history of providing **quality professional postgraduate education in accounting dating back to the 1940's** and our programs have earned a high reputation within the industry.
2. **Our teaching staff has relevant industry experience and close connections with the professional and qualifying programs of both CPA Australia and the Institute of Chartered Accountants in Australia (ICAA).**
3. We ensure that **course content is constantly up-to-date through regular reviews, taking into account changes in industry standards.** This means our students learn a combination of theory and practical application of models and methods that can be used to help make better decisions or develop better strategies within the workplace.
4. **Our postgraduate property program is the only postgraduate valuation accredited program run in South Australia** that offers accreditation for membership to the Australian Property Institute and satisfies the SA Office of Consumer and Business Affairs education requirements for valuers.
5. **Our postgraduate students undertake industry-based projects** providing for study and learning about a topical property issue with direct relevance to the modern workplace.
6. **Our nested Property and Accounting programs provide multiple entry and exit points**, offering flexibility to study.
7. **Our courses have been designed to allow for flexibility** for those working full time and are offered both on campus and online.
8. Our Postgraduate programs will help to develop:
  - Analytical and methodical skills
  - High level communication skills
  - General business management skills
  - Problem solving skills
  - International perspective

Notes:

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## Further information

### School of Commerce

**Telephone** 08 8302 9047  
08 8302 0436

**Email** [cmr.enquiries@unisa.edu.au](mailto:cmr.enquiries@unisa.edu.au)

**Website** [www.unisa.edu.au/commerce/](http://www.unisa.edu.au/commerce/)

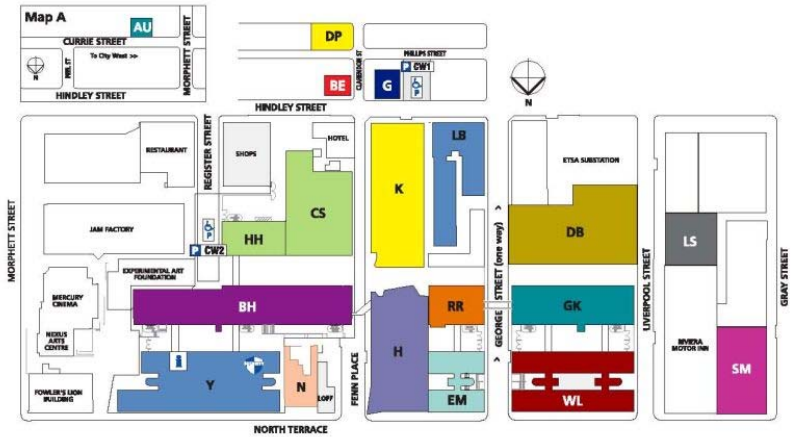
The University of South Australia reserves the right to alter, amend or delete any program, fee, course, admission requirement, mode of delivery or other arrangement without prior notice.

Information correct at time of printing (February 2010)

CRICOS provider number 00121B





# City West campus



**Building legend**

AU	101 Currie Street
BE	189 Hindley Street
BH	Barbara Hanrahan Building
CS	Catherine Helen Spence Building
DB	Dorrit Black Building
DP	David Pank Building
EM	Elton Mayo Building
G	Child Care Centre
GK	Sir George Kingston Building
H	Hawke Building
HH	Sir Hans Heysen Building
K	Sir Hans Heysen Building
LB	Law Building
LS	Liverpool Street Studios
N	58-60 North Terrace
RR	Rowland Rees Building
SM	27-29 North Terrace
WL	Way Lee Building
Y	Yungondi Building

Indigenous Student Services	Y
International & Prospective Students Office	AU
International Graduate School of Business (IGSB)	WL
International Students Common Room	BH, HH
Kerry Packer Civic Gallery	H
Learning and Teaching Unit	DP, Y
Lecture Theatres	BH, HH, H
Library	CS
Marketing and Development Unit (101 Currie Street)	AU
Multi-Access Suite	CS
'Nunga' Research	Y
Planning & Assurance Services	DP
Prayer Rooms	GK
Program Information (101 Currie Street)	AU
SAIBT South Australian Institute of Business and Technology	DP
School of Art, Architecture and Design	
SASA Gallery	K
School Office	K
School of Commerce	WL
School of Computer & Information Science	SM
School of Law	LB
School of Management	EM
School of Marketing	Y
School of Mathematics and Statistics	Y
Security	Y
Student & Academic Services Unit	AU
Graduation and Transcripts Office	AU
Student Finance (101 Currie Street)	AU
Student Lounge	BH, N
Student Ombud (access via Rowland Rees Building)	H
UniLife	Y
UniSA International	AU
<b>All Enquiries to:</b>	
<b>Campus Central</b>	
Information & Campus Services, Level 1	Y
<b>Security</b>	
Freecall	1800 500 911
Internal	88 888
<b>Contact Numbers</b>	
Campus Central	8302 0511
Child Care	8212 4266
Learning and Teaching Unit	1300 656 377
Library	1300 137 659
UniLife	8302 0833
UniSA Switchboard	8302 6611

	Location
Allan Scott Auditorium	H
Anne & Gordon Samstag Museum of Art	H
Australia Post	Y
Bob Hawke Prime Ministerial Centre	H
Bob Hawke Prime Ministerial Library	H
Bookshop	BH
Bradley Forum	H
Cafe	K
Cafeteria	BH
Campus Central	Y
Chancellery	H
Child Care Centre (221 Hindley Street)	G
Computer Barn	BH, CS
Computer Pools	CS, GK
CRC for Irrigation Futures	WL
CRC for Sustainable Tourism	EM
David Unaipon College of Indigenous Education and Research	Y
Division of Business	
Division Office	DP
Transnational Support Services (189 Hindley Street)	BE
Division of Education, Arts and Social Sciences	Y
Ehrenberg-Bass Institute for Marketing Science	GK, Y
Facilities Management Unit (101 Currie Street)	AU
Finance Unit (101 Currie Street)	AU
FM Assist	Y
Human Resources Unit (101 Currie Street)	AU
OHS&W Services	AU