Southern Cross Business School’s undergraduate business degrees provide the opportunity to undertake core units in the first year before specialising in a range of business majors or study streams in the second year. Courses are distinctive for their flexibility, with availability on campus at Lismore, Coffs Harbour and the Gold Coast and by distance education. Information technology degrees are available at the Gold Coast, Coffs Harbour and by distance education.

Southern Cross Business School utilises the University’s three teaching sessions enabling students to fast-track their degrees and complete in less time than it usually takes, spread their study load, or commence studies over the third, summer session.

Courses combine academic rigour with contemporary industry practice, giving students the skills to succeed in complex business environments.

Studying at SCU

Studying at Southern Cross University involves a range of learning experiences. It can vary based on your course of study, your location and your mode of study.

You may take part in face-to-face lectures, workshops and tutorials, interactive video-conferenced lectures, podcasts, online units and discussion forums using cutting-edge technologies. You can bring your own device onto campus and use SCU’s extensive wireless network or access study materials off-campus as long as you have an internet connection. Many courses also offer professional placements, field trips and residential workshops.

Degrees which put you in the workplace

The Southern Cross Business School internship program introduces students to the workplace, enabling them to practise and refine workplace skills under supervision in structured settings. Internship positions vary depending on each student’s discipline area, placement firm size and industry. Recent roles undertaken by internship students include marketing assistant, HR officer, accountant, software quality assurance coordinator, IT support officer, network support officer, software development and various other management and IT roles in private and government sectors.

While students are required to find their own placement, the School’s internship team will, where possible, assist in this endeavour. All positions must be approved by the School.

The following courses each include optional workplace internships: Bachelor of Business (up to two units), Bachelor of Business Administration (up to two units) and Bachelor of Information Technology (up to four units).
Graduates of the Bachelor of Business will have the knowledge and ability to work as specialist business professionals in varied and changing business environments. The degree offers diverse core units in first year before specialising, so that students have the flexibility to determine what business career they wish to pursue. The degree is designed to teach students the critical reasoning, communication and professional skills required in contemporary business settings. Students gain a broad understanding of business principles through the core units, and develop specialised skills in one or more business disciplines of their choice through the study of a single or double major.

**Professional recognition**

These majors are accredited by the following professional bodies:

- **Accounting major**: Institute of Chartered Accountants in Australia (ICAA); CPA Australia
- **Finance major**: Australian Securities and Investments Commission (ASIC)
- **Human Resource Management major**: Australian Human Resource Institute (AHRI)

Students who study these majors may apply for membership of the following professional bodies:

- **Accounting major**: Institute of Public Accountants (IPA)
- **Marketing major**: Australian Market and Social Research Society (AMSRS); Australian Marketing Institute (AMI)
- **All majors**: Australian Institute of Management (AIM)

**Professional placement**

Students may choose to undertake a 260-hour internship with a business as an elective which, depending on the major chosen, may count as two units towards their degree.

---

**Majors**

Students can study one major plus electives; two majors; or one double major. Majors and campus availabilities include:

- **Accounting** (GC, L, CH, DE)
- **Accounting and Advanced Accounting** (double major) (DE)
- **Digital Marketing** (GC, CH, DE)
- **Finance** (GC, DE)
- **Human Resource Management** (GC, DE)
- **Information Systems** (GC, CH, DE)
- **International Business** (GC, DE)
- **Management** (DE)
- **Marketing** (GC, L, DE)
- **Marketing and Digital Marketing** (double major) (GC, DE)

On-campus students can also study any Bachelor of Business major by distance education.

*Please note that some majors and units may not be available at each location. Unit availabilities are published for each study period and vary from year to year.*

**Major descriptions**

**Accounting**: A great accountant needs to have exceptional analytical skills, an eye for detail and the creative ability to see pictures in numbers. Accountants play a key role in ensuring the financial viability of an organisation. Graduates will have the technical, conceptual and managerial skills to be effective business managers in modern commercial, government, social and not-for-profit organisations.

**Accounting and Advanced Accounting**: This double major is designed for students committed to an accounting career. After completing the Accounting major, students study Advanced Accounting, which provides additional study in finance and management and advanced study in taxation, auditing and financial reporting.

**Digital Marketing**: The internet has revolutionised marketing. Today more than ever it is necessary for savvy marketers to not only understand consumers and their markets but be able to utilise an emerging range of tools to monitor, contact and inform the market. This multi-disciplinary specialised major draws on theory and practice from information systems and marketing to examine the most effective ways to design and present goods and services for a computer literate world. Graduates have an understanding of the principles of web design and issues associated with managing their web exposure. Students develop an understanding of integrated communications tools, with a focus on services and consumer markets.

**Finance**: The finance sector is fast-paced and rewarding. Students are taught to understand the key principles of wealth management, investment analysis and risk assessment, and are equipped with the skills and knowledge to pursue a successful career in the financial services industry.

---

GC – Gold Coast
L – Lismore
CH – Coffs Harbour
DE – Distance Education
creation and risk analysis in a global economy. They learn to evaluate factors that impact on the value of the dollar, interest rates and the stock market. Graduates are able to make informed financial decisions on behalf of clients, companies, governments, not-for-profit organisations and their own investment portfolios.

**Human Resource Management:** Students are equipped with the professional expertise and understanding needed to manage selection and recruitment procedures, training and development, and performance management of staff. They will develop a vital appreciation of the complex inter-relationships involved in business, industry and service organisations and the all-important human factor in business success.

**Information Systems:** Effectively managing information within modern organisations is critical for success. A major in Information Systems equips graduates with the concepts, methods and skills necessary to design, implement and manage information systems to maximise organisational effectiveness.

**International Business:** Conducting business in a global environment is complex, highly competitive and rewarding. This major prepares graduates to respond to the complexity of global markets, addressing issues such as cross-cultural communication and negotiation, alternative market structures, variations in consumer demand patterns and differing government regulations and law. Students graduate with an understanding of leadership, strategy, cultural diversity, communication and decision-making as it relates to contemporary international business issues.

**Management:** Effective managers focus on forward planning to ensure the ongoing success and viability of their organisation. They need vision, excellent communication skills and the ability to inspire others to work together to achieve common goals. The Management major teaches students the skills to monitor the changing business and social environment and make sound judgments on the most appropriate directions and actions.

**Marketing:** In an increasingly competitive business environment, effective marketing is essential for business growth and success. Students develop analytical business skills, excellent communication skills and an understanding of human behaviour and motivation. They learn how to create effective marketing strategies which enable private and public organisations to design their goods and services around the ever-changing needs and wants of targeted consumers. They learn to do this in a way that is valued by customers or leads to desired behaviour change for the good of society. The increased reliance on marketing strategies has created new and exciting career opportunities.

**Marketing and Digital Marketing:** This double major is designed for students interested in pursuing a career in marketing or IT with an emphasis on the design and implementation of digital, promotional or communication approaches. Students typically gain an understanding of traditional and social media promotional tools and website design suitable for application in today’s contemporary business environment. After completing the Marketing major students study additional units from the Digital Marketing major and a choice of management, IT and/or business internship units.

---

**Your career**

Graduates typically work in the areas of accounting, advertising, banking, finance, human resource management, international business, investment, management, marketing, product management and public relations.

---

**Summary**

**Locations:** Gold Coast, Lismore, Coffs Harbour, Distance Education

**Duration:** 3 years full-time or 6 years part-time

**UAC codes:** GC – 332160, L – 332100, CH – 332150

**QTAC codes:** GC – 052161, L – 052001, CH – 052501

**Total units:** 24 | **Indicative ATAR:** 65 | **Indicative OP:** 14
Senior accountant Craig Attewell made the most of the University’s flexible delivery options while studying to become an accountant.

“I lived in Lismore and worked five days a week as a cadet at accounting firm Thomas Noble & Russell (TNR). Because I was working, I couldn’t get to classes or lectures unless they were after hours, but because I was studying by distance education I was able to learn at my own pace and at my level. I also had the advantage of understanding some concepts because of my work. I was able to apply the theory to practical skills. I was quite proud I finished with a distinction average while still working. Graduating was a proud moment in my life.”

By the time Craig finished his degree he was a senior accountant at TNR. He now works for WMS Chartered Accountants on the Gold Coast.

“WMS is the largest independent accounting firm on the Gold Coast. We deal with many large businesses that often turn over millions of dollars.”
BACHELOR OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration gives students the opportunity to gain a comprehensive understanding of management and professional practice, and the option to specialise in a range of industry specific disciplines. Students have flexibility in determining the structure of their study. They can gain practical experience via an internship which counts as two units towards their degree or study elective units from across the University’s undergraduate offerings to extend their knowledge of other disciplines.

Professional recognition

Depending on units completed, students may be eligible to join the Australian Institute of Management or the Australian Marketing Institute.

The Human Resource Management study stream is accredited by the Australian Human Resources Institute.

Students wanting to gain professional accreditation for accounting should study the Bachelor of Business.

Professional placement

Students may choose to undertake a 260-hour internship with a business as an elective which, depending on the study stream chosen, may count as two units toward their degree.

Major areas of study

While there are no majors, students develop an in-depth knowledge through study streams within specialist areas:

- Accounting (GC, L, CH, DE)
- Digital Marketing (GC, CH, DE)
- Finance (GC, DE)
- Human Resource Management (GC, DE)
- Information Systems (GC, CH, DE)
- International Business (GC, DE)
- Management (DE)
- Marketing (GC, L, DE)

On-campus students can also study any study stream by distance education.

Please note that some majors, study streams and units may not be available at each location. Unit availabilities are published for each study period and vary from year to year.

ASSOCIATE DEGREE OF BUSINESS

Offered through SCU College

The Associate Degree of Business is a two-year course (full-time or part-time equivalent) that develops knowledge in a range of topics that are relevant to various careers in the private and public business sectors. The topics address core business principles such as accounting, communication in organisations, economics, marketing and tourism. The Associate degree enables eligible graduates to progress on to Southern Cross University business and tourism degrees to enhance their career opportunities. Graduates of the Associate degree can complete their Bachelor degree with just one year of additional full-time study (or part-time equivalent).

For more information visit scu.edu.au/scucollege

Summary

**Locations:** Gold Coast, Lismore, Coffs Harbour, Distance Education

**Duration:** 3 years full-time or 6 years part-time

**UAC codes:** GC – 332165, L – 332107, CH – 332155

**QTAC codes:** GC – 052661, L – 052071, CH – 052561

**Total units:** 24 | Indicative ATAR: 65 | Indicative OP: 14

Your career

Graduates may find opportunities in management roles within private and government organisations, human resource management, marketing, international business, finance, information systems and management.
Bachelor of Business, Bachelor of Arts

Double degrees give students the opportunity to study two disciplines concurrently.

The Bachelor of Business, Bachelor of Arts double degree gives students the opportunity to gain an understanding of business as it applies to the arts. Students can study a business and an arts major of their choice. Those who study this double degree are candidates for both degrees and are able to complete the two degrees with four-and-a-half years of full-time study (or part-time equivalent).

Professional recognition
Selected majors of the Bachelor of Business (see Bachelor of Business) are accredited with major industry bodies.

Professional placement
Opportunities for professional placement are available in both the Bachelor of Business and the Bachelor of Arts.

The Bachelor of Business has an optional 260-hour internship with a business which, depending on the major chosen, may count as two units towards the degree.

Bachelor of Arts work placements vary depending on the major and units students elect to study. Examples include placements in the writing, publishing and media industries; heritage and historical museums or associations; and community organisations that relate to communication and cultural studies.

Majors
See the Bachelor of Business for majors available in this course (excluding the double majors).

Bachelor of Arts majors available in the double degree:

- Communication and Cultural Studies
- Governance and Society
- History
- Media Studies
- Writing

Please note that some majors and units in this double degree are only available by distance education and may not be available at each location.
BACHELOR OF BUSINESS, BACHELOR OF LAWS

Double degrees give students the opportunity to study two disciplines concurrently.

The Bachelor of Business, Bachelor of Laws gives students the opportunity to gain an understanding of the law as it applies to business. Students can major in a business discipline of their choice and select from a comprehensive suite of law electives.

The Bachelor of Laws (LLB) is a recognised degree for admission as a lawyer throughout Australia. Whatever their field of interest, the LLB will equip students with the intellectual, critical and practical skills needed in the professional practice of law.

Applicants who do not have the required entry mark for the double degree are encouraged to apply for the Bachelor of Business. If those students achieve the required grade point average during that course, they may then apply for transfer into the double degree.

Professional recognition

The Bachelor of Laws fulfils the academic requirements for admission to the legal profession. Professional admission authorities also require law graduates of all universities to complete practical legal training or similar to be eligible for admission.

Students who intend to practise law outside Australia should check with the relevant country’s admission body to confirm their admission requirements.

See the Bachelor the Business for professional recognition.

Professional placement

Bachelor of Business students may choose to undertake a 260-hour internship with a business as an elective, which, depending on the major chosen, may count as two units toward their degree.

Law students can undertake voluntary legal experience and professional placement with legal firms or offices, to complement their practical legal skills and become familiar with the issues facing working lawyers.

Majors

There are no majors in the Bachelor of Laws degree, but a diverse range of law-based elective units are available.

The following Bachelor of Business majors are available in the double degree:

- Accounting
- Digital Marketing
- Finance
- Human Resource Management
- Information Systems
- International Business
- Management
- Marketing

Please note that not all majors are offered at each location, but if a student is enrolled internally, they can still study any major by distance education.

Your career

Graduates can pursue career opportunities that combine their knowledge of both disciplines to work in law-related areas of business. They can also pursue career paths specific to either discipline: that is, as barristers or solicitors in private, corporate or government legal departments; or depending on the business major chosen, in accounting, advertising, banking, finance, human resource management, international business, investment, management, marketing, product management, and public relations.

Summary

Locations: Gold Coast, Lismore, Distance Education*

Duration: 5 years full-time or 10 years part-time

UAC codes: GC – 336114, L – 336101

QTAC codes: GC – 056461, L – 056011

Total units: 40 | Indicative ATAR: 89 | Indicative OP: 7

*Students studying a double degree with law must complete some compulsory on-campus workshops for certain law units. For more details on the workshop program go to: scu.edu.au/lawworkshops
At just 25, Jiya Kaur is a senior service centre specialist for ABB, a multinational electricity infrastructure and automated technologies company. She supervises nine people on a large national contract. 

“I am the technical leader for a contract ABB holds with Transgrid, an owner and manager of one of the largest high-voltage transmission networks in Australia. My team provides them with technical services for their IT applications, IT complications and needs,” Jiya said.

Shortly after graduating Jiya started with ABB in a junior role and became a supervisor after just 18 months.

“My lecturers had deep understanding of what they were teaching, taught beyond the course material, were really friendly and made classes fun with their enthusiasm.”
The Bachelor of Information Technology offers a complete grounding in all aspects of the information and communications technology (ICT) industries including programming, systems analysis and design, multimedia development and usage, database development, networking and communications theory, computer security and technology management.

Students have the opportunity to study some of the issues confronting the ICT industry, including employer obligations, employee rights, impacts on society, and future directions of the industry.

**Professional recognition**
This degree is accredited by the Australian Computer Society.

**Professional placement**
Students can undertake a workplace internship, which counts towards their degree. They need to choose their internship units, and any placement must be approved by the unit assessor.

**Majors**

**Information Systems** gives students the skills needed to design, develop, implement and manage information systems and also provides students with a realistic understanding of the roles of information technology in organisations.

**Software Development** gives students the skills needed to efficiently develop and maintain high quality software systems and also provides students with the knowledge to participate in and manage software projects.

**Interactive Multimedia** gives students the skills needed to effectively and efficiently design and develop multimedia resources and interactive multimedia programs. Students develop an ability to select and use multimedia resources that facilitate engagement and usability for users.

Please note that some units may not be available at each location. Unit availabilities are published for each study period and vary from year to year.

**Your career**
Graduates typically establish information technology careers as programmers, multimedia developers, systems analysts, software engineers, database administrators, project managers, web developers, systems administrators and technical support personnel.

**Summary**

<table>
<thead>
<tr>
<th>Locations</th>
<th>Gold Coast, Coffs Harbour, Distance Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration</td>
<td>3 years full-time or 6 years part-time</td>
</tr>
<tr>
<td>UAC codes</td>
<td>GC – 332161, CH – 332153</td>
</tr>
<tr>
<td>QTAC codes</td>
<td>GC – 052361, CH – 052531</td>
</tr>
<tr>
<td>Total units</td>
<td>24</td>
</tr>
<tr>
<td>Indicative ATAR</td>
<td>65</td>
</tr>
<tr>
<td>Indicative OP</td>
<td>14</td>
</tr>
</tbody>
</table>
ASSOCIATE DEGREE OF INFORMATION TECHNOLOGY

This entry-level course comprises the first two years (16 units) of the Bachelor of Information Technology (see previous page). It provides a strong technical emphasis to develop your skills as a para-professional in the information and communications technology industry. Successful graduates may then upgrade their qualification to Bachelor level following completion of an additional year.

Professional recognition
This degree is accredited by the Australian Computer Society.

Major areas of study
While this course has no majors, students can study units in applications development, database systems, digital media, programming, systems analysis and design, and web development.

Your career
Graduates typically establish information technology careers as web developers, systems administrators and technical support personnel.

Summary

<table>
<thead>
<tr>
<th>Locations:</th>
<th>Coffs Harbour, Distance Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration:</td>
<td>2 years full-time or 4 years part-time</td>
</tr>
<tr>
<td>UAC code:</td>
<td>332350</td>
</tr>
<tr>
<td>QTAC code:</td>
<td>052551</td>
</tr>
<tr>
<td>Total units:</td>
<td>16</td>
</tr>
</tbody>
</table>

Women in Technology
The University also offers the mentoring program ‘Women in Technology’ to provide dedicated support and scholarship opportunities for women entering this specialised area. Visit: scu.edu.au/wit
Applying to study on campus

For full details go to: scu.edu.au/howtoapply

If you are planning to study on campus, either as a full-time or part-time student, you will need to apply online through either the Universities Admission Centre (UAC) or Queensland Tertiary Admissions Centre (QTAC) – either can process your application.

Contact details for UAC:
W: www.uac.edu.au
T: 02 9752 0200

Contact details for QTAC:
W: www.qtac.edu.au
T: 07 3858 1222

Tip: When applying through UAC or QTAC, first list the courses that interest you, in your preferred order. Then list your second choice – courses you’d be prepared to study if you missed out on your first choice, and which might assist you to get into one of your first choice courses later on.

Applications to begin Session 1 studies via UAC or QTAC generally need to be lodged by the last working day in September of the previous year, as applications after that date will incur a late fee.

For information on all our courses visit scu.edu.au/courses

Applying to study by distance education

If you are planning to study by distance education, you can apply online direct to Southern Cross University.

scu.edu.au/howtoapply

E: futurestudent@scu.edu.au
Freecall: 1800 626 481

International students

Southern Cross University welcomes international students. This guide however is not intended for their use. International students should contact SCU International.

W: scu.edu.au/international
E: intoff@scu.edu.au
T: 02 6620 3876

This brochure is a guide to Southern Cross University and the undergraduate studies offered by the University. The information set out in this brochure is an expression of intent only and should not be taken as a firm offer or undertaking.

The information contained in this brochure is correct at time of printing and the University reserves the right to make alterations to any information contained within this publication without notice. Copyright Southern Cross University April 2014, SCU4722

2015 important dates*

Southern Cross University has a teaching calendar of three equal sessions. Depending on the course of study, this can enable students to spread their study load, or to accelerate and complete their degree in less time than the usual duration indicated. For the most up-to-date information, visit the SCU teaching calendar page at: scu.edu.au/teachingcalendar

Rising Stars Scholarship applications for 2015
Open May 2014
Check website for closing dates
scu.edu.au/scholarships

Session 1 teaching dates
Orientation
16 February – 30 May 2015
11 – 13 February 2015

UAC and QTAC on time applications for 2015 entry (Session 1) www.uac.edu.au www.qtac.edu.au
Open early August 2014
Close late September 2014

Session 2 teaching dates
Orientation
22 June – 3 October 2015
17 – 19 June 2015

UAC and QTAC applications for 2015 entry (Session 2)
Open early August 2014
Close late May 2015

Session 3 teaching dates
Orientation
19 October 2015 – 30 January 2016
14 – 16 October 2015

UAC and QTAC applications for 2015 entry (Session 3)
Open early August 2015
Close mid-September 2015

For the most up-to-date application information, including applying direct to the University, visit:
scu.edu.au/howtoapply www.uac.edu.au or www.qtac.edu.au

*QTAC, UAC, teaching, orientation and scholarship application dates are subject to change. Please refer to their websites. Late QTAC and UAC applications may cost more.