

UNDERGRADUATE GUIDE

BUSINESS, TOURISM &
INFORMATION TECHNOLOGY **2018**



ACCOUNTING

BUSINESS

DIGITAL BUSINESS

HOTEL MANAGEMENT

TOURISM & HOSPITALITY

INFORMATION TECHNOLOGY



scu.edu.au/business-tourism

CRICOS Provider: 01241G

Luke Tucker
Bachelor of Business



Why study with us?

- ★ Ranked in the top 150 universities under 50 years old in the world.

Times Higher Education Young University Rankings



- ★ Outstanding research achievements – rated ‘at world standard or above’ in 24 key research areas.

Excellence in Research for Australia 2015 (ERA)

- ★ Rated ‘at world standard’ in Tourism, and in Policy and Administration research.

- ★ Internship program in Australia or overseas with specialist support from a dedicated Work Integrated Learning team.

- ★ Study abroad as part of your degree.

- ★ Degrees offer a choice of specialisations.

- ★ Courses accredited by professional bodies.

- ★ Three teaching sessions.

School of Business and Tourism

The School of Business and Tourism provides a suite of industry-relevant business management, tourism and information technology degrees, distinctive for their flexibility and internship opportunities.

Students undertake core units in the first year before specialising in a range of majors or study streams in the second year.

Courses are available on campus at Lismore, Coffs Harbour and the Gold Coast and through flexible online delivery. Hotel management degrees are also offered at The Hotel School Sydney and The Hotel School Melbourne, in partnership with Mulpha Australia.

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

Studying with Southern Cross University

Studying with us involves a range of learning experiences which may 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, and collaborative peer projects. Courses may include interactive video-conference lectures, podcasts and discussion forums. You can bring your own device onto campus (or use one of our on-campus computers) and tap into our extensive wireless network.

Most degrees are offered online for students who cannot make it onto campus or are balancing work and other commitments and include opportunities for gaining professional experience and building networks.

For a short video about the School of Business and Tourism, visit:

scu.edu.au/business-tourism

Southern Cross University acknowledges the Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands where we live, learn and work.

Degrees which put you in the workplace

A Work Integrated Learning (WIL) program, which consists of a workplace preparation unit and an internship placement, is one of the strengths of Southern Cross University’s School of Business and Tourism degrees.

Students are responsible for finding an internship placement within their area of interest. The dedicated WIL team offers a variety of professional support services to students and industry including:

- Regular careers and industry events providing networking opportunities for students seeking internship and/or graduate opportunities.
- Assistance with internship scholarships.
- Access to the University’s employment, internship and career information website.
- Email alerts to students promoting current internship and graduate roles.
- Personalised career development and interview and application writing preparation for students through core study units.
- Ongoing support and feedback to students on career development and recruitment and selection processes for the duration of their studies.
- Advice, academic supervision and mentoring of students while on internship.

BUSINESS DEGREES

Degrees	Career Opportunities	Gold Coast	Lismore	Coffs Harbour	Online	UAC/QTAC codes	Units	Duration (years) F: full-time P: part-time
Indicative ATAR/OP								
B Accounting ATAR: 65 OP: 14	Graduates will have the skills and knowledge to manage their own accounting practice. They may also typically find employment in areas such as financial and business advisory services, tax, business consulting, business planning, business valuations, employee relations, estate and trust planning, forensic accounting and sustainability strategy development.	✓	✓		✓	UAC: GC 332162 L 332103 CH 338159 QTAC: GC 052461 L 052211 CH 052251	24	3F/6P
B Business ATAR: 65 OP: 14	Graduates typically work in the areas of advertising, marketing, public relations, product management, international business, human resource management, investment, banking, accounting and finance, and tourism and hospitality.	✓	✓	✓	✓	UAC: GC 332160 L 332100 CH 332150 QTAC: GC 052161 L 052001 CH 052501	24	3F/6P
NEW IN 2018 B Digital Business <i>(University approval pending)</i>	Graduates can pursue career opportunities in broad business areas (see above) and also as business owners, entrepreneurs, business analysts, programmers, multimedia developers, systems analysts, software engineers, project managers and web developers.	✓			✓	UAC: 332163 QTAC: 052061	24	3F/6P
B Business, B Arts ATAR: 65 OP: 14	Graduates can pursue career opportunities that combine knowledge of business and the arts; and those specific to each discipline.		✓		✓	UAC: 332105 QTAC: 052051	36	4.5F/9P
B Business, B Laws ATAR: 89 OP: 6	Graduates pursue career opportunities that combine knowledge of business and law; and those specific to each discipline.	✓ [^]	✓ [^]		✓ [^]	UAC: GC 336114 L 336101 QTAC: GC 056461 L 056011	40	5F/10P
Associate Degree of Business	Graduates may find work in para-professional roles in a range of settings. Graduates can proceed to Bachelor degrees in business, business administration, convention and event management, tourism and hospitality management, and information technology.	✓	✓	✓	✓	UAC: GC 332362 L 332313 CH 332351 QTAC: GC 052362 L 052313 CH 052351	16	2F/4P

GC = Gold Coast L = Lismore CH = Coffs Harbour

[^] Both online and on-campus students attend compulsory workshops for some law units.

Bachelor of Accounting

The Bachelor of Accounting has been developed to provide graduates with the ability to identify, critically analyse and exercise professional judgement for challenges that face all organisations in today's highly dynamic business environment using social, sustainable, ethical, economic, regulatory and global perspectives.

This degree is designed to produce work-ready graduates for a wide range of career opportunities, including being an accountant. It gives graduates the opportunity to gain the skills and knowledge to meet the rapidly changing nature of professional roles in accounting and the banking and finance sector.

Accountants are critical to every type of organisation – public, private, government, business and not-for-profit. As finance professionals, accountants are relied on to solve business problems and communicate relevant information in diverse environments.

Major areas of study

Students can select units from these specialist areas:

- **Taxation**
- **Financial services**
- **Business management.**

Professional recognition

Southern Cross University is fully accredited with the following professional bodies:

- Chartered Accountants Australia and New Zealand (CA)
- CPA Australia
- Institute of Public Accountants (IPA).

This accreditation will enable graduates to enrol in CA, CPA Australia and IPA postgraduate programs.

Depending on the specialist areas chosen, the following accreditation applies:

- **Taxation specialisation:** two additional units are required to complete the educational requirements for registration as a Tax Agent by the Tax Practitioners Board.
- **Financial services specialisation:** meets the educational requirements as determined by Australian Securities and Investments Commission (ASIC) RG146.



Jamie Newling

Bachelor of Business student, majoring in Accounting
Junior Accountant, Advantage Plus Tax & Business Solutions, Coffs Harbour

Jamie Newling is excited to already be working part-time as a trainee accountant.

“I was looking for a position while completing my final year of study. I was proactive and approached Advantage Plus Tax & Business Solutions. Fortunately they were wanting to employ a junior they could train. It was a good fit for both of us.

“Once I graduate I want to gain a CA or CPA qualification. Over the summer break, I finished a Certificate IV in Finance and Mortgage Broking. Financial planning has always interested me as well, so that's another option down the track.”

Through the University's Rising Stars Scholarship program, Jamie secured the Thomas, Noble and Russell Chartered Accountants Scholarship.

“Financially it has been really good to help ease the burden of textbooks and other study costs. It was peace of mind. Staff at Thomas, Noble and Russell were great, always reaching out to me each session, offering help if I needed it, acting as mentors. Securing the scholarship gave me the sense that I was definitely on the right path by doing the accounting course.”

Bachelor of Business

The Bachelor of Business equips students with 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 are most interested in pursuing. 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

The Accounting majors are accredited by Chartered Accountants of Australia and New Zealand (CA) and CPA Australia. Students may apply for membership of the Institute of Public Accountants.

The Finance major is aligned with the Australian Securities and Investments Commission (ASIC) RG146 accreditation requirements and Southern Cross University provides authorised assessment for certification.

Students are eligible to join the Australian Institute of Management (AIM).

Professional placement

Students may choose, as electives, one or two double-weighted internship units.

Majors

Students have the option of completing the core units in the Bachelor of Business plus electives. Students also have the option to study one major plus electives; or two majors.

Majors and campus availabilities:

1. Online, Gold Coast, Lismore and Coffs Harbour:

- **Accounting**
Equips students with the technical, conceptual and managerial skills to be effective business managers in modern commercial, government, social and not-for-profit organisations.
- **Tourism, Hospitality and Events**
Equips students with the knowledge and skills to successfully work in a tourism, hospitality, or events organisation. Students study contemporary management trends across these industries. This major introduces students to a range of operational and managerial practices that they may then apply to organisations within Australia and overseas.

Associate Degree of Business

The **Associate Degree of Business** is offered through SCU College. This is a two-year course (full-time or part-time equivalent) that develops knowledge in a range of topics relevant to various careers in the private and public business and tourism sectors. The topics address core business and tourism principles such as accounting, communication in organisations, economics, marketing and tourism.

2. Online and Gold Coast:

- **Aviation Management**
Students develop an understanding of the broader function of, and impacts on, the aviation industry. Graduates of a Diploma of Aviation (Instrument Flight Operations) with another institution may be granted up to eight units of advanced standing (credit) for the Bachelor of Business with a major in Aviation Management.
- **Management**
Equips students with the skills to monitor the changing business and social environment and make sound judgments on the most appropriate directions and actions.
- **Marketing**
Students develop analytical business skills, excellent communication skills and an understanding of human behaviour and motivation. They learn how to create effective marketing strategies and campaigns.
- **Information Systems**
Gives students technical, analytical and business skills to operate in a business analyst role. Graduates with IT design and development skills as well as business knowledge are in high demand. They can communicate with both business and technical users, with a broad understanding of the business value of technology and information systems to the organisation.

Graduates are guaranteed entry into the following linked degrees: Bachelor of Business, Bachelor of Business in Tourism and Hospitality Management, and Bachelor of Information Technology. Graduates may receive up to 16 units of credit (advanced standing) towards their Bachelor degree (depending on course and units studied). All Associate degree students are offered extra support while studying. Visit: scu.edu.au/scucollege



Luke Tucker

Bachelor of Business, majoring in Marketing
Regional Group Account Director, McCann Worldgroup, Singapore

Since graduating from Southern Cross University, Luke Tucker has enjoyed an impressive international marketing career.

“Building brands, and maximising their potential, are skill sets buried deep in my DNA, whether I like it or not. Fortunately, I love it.

“The media landscape has evolved significantly in recent years and I’ve been lucky enough to experience it over four major markets – Australia, UK, US and Asia – honing my craft, while working alongside some incredible, diverse talent.”

After graduating, Luke cut his teeth working on staple Aussie brands such as Leggo’s, Four’N Twenty, Birdseye and Campbell Arnott’s before scoring a brand marketing job with McDonald’s UK. “I worked on significant campaigns with enormous budgets that were viewed by over 20 million Brits per week.”

Moving to the US, Luke secured a role at The Marketing Store in Chicago. “Once more I was fortunate enough to be involved in enormous US-wide marketing campaigns, with huge public exposure.”

Headhunted for a director role at Ogilvy & Mather, one of the largest advertising agencies in the world, Luke worked on iconic brands like Kraft Cheese, rubbing shoulders with some of the best creative minds in the industry.

Returning to Sydney, Luke managed the digital and data-driven communications at DDB Group Australia for their Westpac account, managing relationships with about 60 clients daily across the Home Loans and Everyday Banking portfolios.

Now based in Singapore as Regional Group Account Director at McCann Worldgroup, a global advertising agency, Luke manages their MasterCard business account. “It has been a very exciting career. I now want to do my Master of Business Administration (MBA) with Southern Cross.”

NEW IN 2018

Bachelor of Digital Business

(University approval pending)

The new Bachelor of Digital Business is only one of two degrees of its kind being offered in Australia. It will prepare students for a career as a digital business specialist, with a strong focus on core issues facing the digital age, such as cyber security and innovation management. As technologies evolve, so does their influence on individuals, businesses and society. There remains a key shortage of business professionals with a core understanding of the impact and influence digital systems have on business models. Understanding how to identify innovation and drive it to remain at the forefront of digital age will improve innovation, entrepreneurship and job market growth.

Career opportunities

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

The Bachelor of Digital Business will produce graduates with career opportunities in these areas but also in a broader range of careers including as business owners, entrepreneurs, business analysts, programmers, multimedia developers, systems analysts, software engineers, project managers and web developers.

Professional placement

Students may choose, as electives, one or two double-weighted internship units.

Major areas of study

Key areas of study include management, marketing, entrepreneurship and innovation, e-commerce, web technology and cyber security.

TOURISM DEGREES

Degrees	Career Opportunities	Gold Coast	Lismore	Coffs Harbour	Online	UAC/QTAC codes	Units	Duration (years) F: full-time P: part-time
Indicative ATAR/OP								
B Business in Tourism and Hospitality Management ATAR: 65 OP: 14	Professional management positions in hotels and resorts; clubs and gaming operations; restaurants and catering; tourism destination planning and marketing; tourism policy development; ecotourism; visitor management; tourism retail management; tourist attractions and theme parks.	✓	✓	✓	✓	UAC: GC 330460 L 330410 CH 330450 QTAC: GC 050961 L 050911 CH 050951	24	3F/6P
B Business in Hotel Management ATAR and OP: N/A# <i>(full fee-paying)</i>	Professional positions in hospitality and service management in Australia and overseas; management positions in hotels and resorts, human resources, marketing, front office, food services, food and beverage, events and conferences and general management.	The Hotel School Sydney		The Hotel School Melbourne		UAC: S 354140 QTAC: S 054041 M*	24	3F/6P

GC = Gold Coast L = Lismore CH = Coffs Harbour S = Sydney M = Melbourne

* For Melbourne, apply online at scu.edu.au/courses

Applicants are selected on their individual merit and attend an interview as part of the process.

Bachelor of Business in Tourism and Hospitality Management

The Bachelor of Business in Tourism and Hospitality Management prepares students for a career in tourism and hospitality, providing a thorough understanding of tourism and hospitality management underpinned by core business skills.

This course combines a rigorous and contemporary curriculum with practical industry-based experience and the opportunity to develop professional networks. Students will graduate with the skills and knowledge sought after in the tourism and hospitality industries.

A compulsory internship is a key feature of this course and counts as four core units of the degree. During this internship, students establish valuable industry experience, confidence and networks.

Students can study elective units from a broad range of industry-specific topics (such as international destination management, cruise tourism, coastal and marine tourism, food and beverage management, event management, gaming management and sport tourism).

This course offers an optional international exchange program for second-year students to study overseas.

Professional placement

A compulsory internship program, which counts as four core units of the degree, provides students with a block of practical workplace experience during their final study session that involves working in a hospitality, event or tourism organisation in Australia or overseas.

Students are responsible for securing their internship placement and are given extensive assistance in interview and application procedures, access to a database of potential employers and roles, and ongoing support from the dedicated Work Integrated Learning team.



Catherine Stark

Bachelor of Business in Tourism

Owner and General Manager, Seven Sheds Brewery

Chair, Cradle to Coast Tasting Trail

It is in the wilds of Tasmania, amongst fragrant hops and bubbling brewing barrels, that Catherine Stark can be found.

Catherine, who completed her degree online in 2003, owns and operates Tasmanian artisan brewery Seven Sheds with her partner, beer writer Willie Simpson.

After heading to Devonport in 2002 they came across a property at Railton – which was home to seven sheds. They bought the property and began their beer brewing venture, which has seen Seven Sheds become one of the country's most renowned craft breweries.

“We focus on flavour and use local ingredients as much as possible.

“There's a lot of creativity, experimentation and boundary-pushing going on and the consumer market is enjoying that side as much as the brewers are.

“Unlike wine, a great beer can be made in a few weeks, though some do improve with age and correct cellaring.

“It's also great fun being in this industry at the moment and there's a lot of cooperation and encouragement among the brewers, a bit like tourism in that we all do better by working cooperatively and making the industry stronger overall.”

Catherine said the business degree helped establish and grow Seven Sheds and led her to further study in Tasmania.

“My degree has helped me to develop financial management and human resource management systems as well as marketing activities and general awareness around legal compliance, food safety and other nitty gritty business dealings.”

Since opening in 2003, Seven Sheds has grown to cater to thousands of thirsty customers flowing through the cellar door each year, eager to try its diverse ales. Each batch of beer is less than 1000 litres, meaning there is uniqueness in every drop.

As chair of the Cradle to Coast Tasting Trail, a co-operative marketing group of food and beverage businesses, Catherine encourages visitors to experience the finest produce from Tasmania's north-west region.

“My event management studies during the course were valuable in setting up and delivering Taste of the North West, an annual event based in Sheffield, Tasmania.”



Bachelor of Business in Hotel Management

The Hotel School Sydney
The Hotel School Melbourne
hotelschool.scu.edu.au

This full-fee paying degree, offered at The Hotel School Sydney and The Hotel School Melbourne, focuses on hotel operational and management practices across hospitality industries and the skills needed for employment in a competitive and changing global business environment. The Hotel School is a partnership between Southern Cross University and Mulpha Australia, whose property portfolio includes the InterContinental Sydney, Hayman Island, InterContinental Sanctuary Cove Resort, Salzburg Apartments, Marritz Alpine and Bimbadgen Estate.

Located in the heart of the Central Business District of their respective cities, The Hotel School Sydney and The Hotel School Melbourne are perfectly situated to embrace each city's hotel and hospitality organisations.

A compulsory six-month professional hospitality internship is a key feature of the course enabling students to establish valuable industry experience, confidence and networks.

All applicants are selected on their individual merit. While recent academic performance or professional experience is used as an indicator of ability to undertake studies at a tertiary level, applicants will also be invited to an interview as part of the final application process.

Major areas of study

Studies include key operational subjects such as food and beverage, accommodation operations, and introduction to professional practice, together with introductory management subjects including finance, marketing and hospitality management. Students also develop advanced analytical, strategic and management skills.

Professional placement

A six-month professional hospitality placement is a key feature of the course and counts as four core units of the degree. This may be completed in Australia or overseas. All students establish valuable industry experience, confidence and networks.

Students are responsible for securing their internship placement and are given extensive assistance in interview and application procedures, access to a database of potential employers and ongoing support from the dedicated Work Integrated Learning team.



Dean Reinhard

Bachelor of Information Technology, majoring in Interactive Media

Partner and Creative Technology Director (Asia Pacific), Iris Worldwide, Singapore

Virtual reality, augmented reality, gamification, 3D design and animation, motion capture, robotics: Dean Reinhard develops these creative tech solutions at advertising agency Iris Worldwide for international clients like Shell, Adidas, Diageo (for Johnnie Walker), Fiji Airways, Aeon and Barclays.

“I get to sit around and tinker with gadgets all day every day. My desk is covered with 3D printers, laser cutters, robots and microprocessors. I have a couple of Microsoft HoloLenses, five HTC Vive headsets. It’s stuff that I would sit at home and do as a hobby but I get paid for it.

“I work creatively across projects, from pitch ideation to strategy to delivery. I manage a team of developers and designers but I’m also hands-on. I’m client-facing to ensure we have someone (me) who understands the technology and constraints – and pushes it as far as possible.”

Dean has high praise for one of his units which required students to find and work with a business client to develop an IT solution: “My client was a real estate office. I came up with a 3D interactive game to encourage people to think of real estate as an investment.”

INFORMATION TECHNOLOGY

Degrees	Career Opportunities	Gold Coast	Lismore	Coffs Harbour	Online	UAC/QTAC codes	Units	Duration (years) F: full-time P: part-time
Indicative ATAR/OP								
B Information Technology ATAR: 65 OP: 14	As programmers, user-experience designers and developers, systems analysts, software engineers, database administrators, project managers, web developers, systems administrators and technical support personnel.	✓			✓	UAC: 332161 QTAC: 052361	24	3F/6P
Associate Degree of Information Technology ATAR: 65 OP: 14	As user-experience designers and developers, web developers, systems administrators and technical support personnel.				✓	UAC: 332350 QTAC: 052551	16	2F/4P

Bachelor of Information Technology

The Bachelor of Information Technology is designed to provide knowledge and skills required for students who wish to be employed in the information and communication technology (ICT) industry. The program focuses on the development of web-based business information systems. Students undertake studies in programming, systems analysis and design, multimedia development and usage, database development, networking and communications theory, computer security and technology management.

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

The University offers the 'Women in Technology' program which provides dedicated support for women entering this industry.

Professional placement

Students can undertake optional internship units. Recent roles undertaken by internship students include software quality assurance coordinator, IT support officer, network support officer, software development technician and various other management and IT roles in private and government sectors

Associate Degree of Information Technology

This entry-level course comprises the first two years (16 units) of the Bachelor of Information Technology. 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.

Majors

Information Systems

Students gain the skills needed to design, develop, implement and manage information systems and develop a realistic understanding of the roles of information technology in organisations.

Software Development

Students develop the skills needed to efficiently develop and maintain high quality software systems and the knowledge to participate in and manage software projects.

User Experience

Gives students the skills needed to effectively and efficiently design and develop multimedia resources and interactive multimedia programs that support a great user experience. Students develop an ability to select and use multimedia resources that facilitate engagement and usability for users.

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.

Unit availabilities are published for each study period and may vary from year to year.

Key dates for 2018

Rising Stars Scholarship applications for 2018	Open July 2017 Check website for closing dates: scu.edu.au/scholarships
UAC and QTAC on-time applications for 2018 entry (Session 1) <i>Late UAC and QTAC applications incur an extra fee</i>	Open early August 2017 Close late September 2017
STAR Early Entry opens	Early July 2017
STAR Early Entry offers	Early December 2017
Southern Cross University Info Days	4, 5 and 7 December 2017
UAC and QTAC main round offers <i>For the full list of offer rounds visit the UAC and QTAC websites</i>	Mid January 2018
Session 1 2018 teaching dates Orientation	26 February – 25 May 2018 21 – 23 February 2018
Session 2 2018 teaching dates Orientation	9 July – 5 October 2018 4 – 6 July 2018
Session 3 2018 teaching dates Orientation	5 November 2018 – 30 January 2019 31 October – 2 November 2018

5 steps to Southern Cross

1 Choose a course



scu.edu.au/courses

2 Find out more



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

3 Apply



To study on campus (full-time or part-time) apply via UAC www.uac.edu.au or QTAC www.qtac.edu.au
To study online, apply direct to the University.
scu.edu.au/howtoapply

4 Accept your offer



scu.edu.au/gettingstarted

5 Enrol in units



scu.edu.au/enrol



The information in this brochure was correct at the time of publishing (April 2017). All University courses are subject to change by the University and the information provided in this brochure should be used as a guide only. To the extent permitted by law, Southern Cross University excludes all liability arising from the use of, or reliance on, the information contained in this brochure.

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
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