BUSINESS POSTGRADUATE COURSE GUIDE
2020

CAESARIA
Master of Business (Accounting)

VICTORIA UNIVERSITY

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THE NEW WAY TO DO UNI

VU is leading an education revolution. The New Way To Do Uni is creative, practical, informed and connected; so you get the most out of not only your education, but your whole study experience.

REDESIGN YOUR BUSINESS CAREER

Whether you’re entering the next stage – or a whole new phase – of your career, our leading postgraduate business courses offer career-focused learning for the leaders of tomorrow.

Our partnerships with industry and world-class research both inform our curriculum and provide networking and placement opportunities; while our teachers are industry experts working in world-class facilities, who are ready to share current practices with you.

We are all about practical learning that leads to real career outcomes, and supporting you throughout your study journey.

STUDY YOUR WAY

If you’re busy juggling work or family commitments, we can help you achieve success on your terms.

You have the opportunity to apply based on your life experience, not just your academic qualifications – and in many cases, receive credits towards your course.

With flexible entry and exit points into our courses and the option of full and part-time studies, along with the Trimester structure of Victoria University Business School, we give you the option to fast-track your studies.

THE VU BLOCK MODEL

VU’s award-winning Block Model has transformed higher education in Australia. Founded on its effectiveness for universities in Sweden, Canada and the US, we were the first in Australia to introduce the Block Model of teaching in 2018. Following the overwhelming success in our undergraduate offering, we will be offering the Block Model in many of our courses from 2021.

VU’s Block Model delivers more focused coursework (rather than the traditional four units at once) so you can focus more and stress less. And with smaller, workshop-style classes, your lecturers have more time for individual attention.

RESEARCH EXCELLENCE

In the Victoria University Business School, we make change through practical and applied outcomes that can be used by business, industry and the community.

With a focus on industry engagement and applied and translational research, we provide quality research training and undertake specialised research across the financial services, supply chain and logistics and tourism and events industries.

Our research students are supported by excellent facilities and infrastructure (CAPA 5 star rating).

VU designed its PhD (Integrated) for those wishing to pursue a research degree but have not previously undertaken research training.

MASTERS BY RESEARCH

In addition to our postdoctoral research (PhDs), VU offers Masters by Research degrees across our Institute for Sustainable Industries & Liveable Cities, and Institute for Health & Sport. These vary in length from one to two years and have different prerequisites and outcomes depending on your individual research goals.

Visit the website to find out more and contact us vu.edu.au/research
I chose VU because of its strong relationship with SAP, which is a leader in enterprise resource planning systems.

“Up to 80% of the top 2000 companies in the world use SAP so it’s great to be using and learning the software that so many innovative companies around the world use.”

Prasat Sum
Master of Business
(Enterprise Resource Planning Systems)
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<td><strong>ACCOUNTING AND FINANCE</strong></td>
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<td><strong>GRADUATE DIPLOMA IN BUSINESS (ACCOUNTING)</strong>&lt;br&gt;CODE: BGar&lt;br&gt;DURATION: 1 YEAR&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BGar</td>
<td>Gain specialist knowledge and skills that will prepare you for a career in the world of professional accounting. You will develop a strong foundation in conceptual knowledge of accounting procedures and practices. This foundation is complemented by current skills development, focusing on critical thinking, problem solving and creativity.</td>
<td>Australian Bachelor degree (or equivalent) in any discipline, or Graduate Certificate (or equivalent) in a similar discipline. OR a minimum three (3) years approved work experience will be considered for admission to this course.</td>
<td>Pathways to further study and positions such as general accountant or assistant accountant.</td>
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<td><strong>MASTER OF BUSINESS (ACCOUNTING)</strong>&lt;br&gt;CODE: BMAK&lt;br&gt;DURATION: 2 YEARS&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BMAK</td>
<td>This globally recognised degree provides a strong foundation and conceptual knowledge of recent developments in sustainability and global accounting trends. Develop specialist knowledge in accounting, economics and finance, and learn the skills needed to succeed in senior accounting positions. Graduates are eligible to apply for accreditation with CPA Australia and/or Chartered Accountants Australia and New Zealand</td>
<td>Australian Bachelor degree (or equivalent) in any discipline, or Graduate Certificate (or equivalent) in a similar discipline.</td>
<td>International consultant, international project manager, government employee, community development educator, international project manager, journalist, researcher.</td>
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<td><strong>ENTERPRISE RESOURCE PLANNING AND INFORMATION SYSTEMS</strong></td>
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<td><strong>GRADUATE CERTIFICATE IN ENTERPRISE AND RESOURCE PLANNING SYSTEMS</strong>&lt;br&gt;CODE: BTEN&lt;br&gt;DURATION: 0.5 YEARS&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BTen</td>
<td>VU is recognised as one of the world’s leading institutions in ERP systems (SAP) education, with strong links to the ERP industry and a comprehensive ERP curriculum. This specialist course focuses on the main SAP processes including production planning, materials management, sales and distribution, and accounting and human resources.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in a similar discipline or a minimum five (5) years approved work experience will be considered for admission to this course.</td>
<td>Business analyst, ERP roles, SAP roles.</td>
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<td><strong>GRADUATE DIPLOMA IN BUSINESS (ENTERPRISE RESOURCE PLANNING SYSTEMS)</strong>&lt;br&gt;CODE: BGEP&lt;br&gt;DURATION: 1 YEAR&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BGEP</td>
<td>VU is recognised as one of the world’s leading institutions in ERP systems (SAP) education. Explore the implementation and maintenance of enterprise resource planning (ERP) systems, and learn about the implications of these types of systems in a business setting, and how they achieve effective complex decision making in response to contemporary business challenges.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline, or Graduate Certificate (or equivalent) in a similar discipline. OR a minimum three (3) years approved work experience will be considered for admission to this course.</td>
<td>Early-career roles in the ERP field.</td>
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<td><strong>MASTER OF BUSINESS (ENTERPRISE RESOURCE PLANNING SYSTEMS)</strong>&lt;br&gt;CODE: BMES&lt;br&gt;DURATION: 2 YEARS&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BMES</td>
<td>VU is recognised as one of the world’s leading institutions in ERP systems (SAP) education. Develop the computing and business skills necessary to support the implementation and maintenance of ERP systems, and gain an understanding of the strategic implications these systems have on a business, using the latest SAP solutions.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline, or Graduate Diploma (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Diploma based on approved work experience. Once completed, you may be eligible for admission to this course.</td>
<td>Specialist technical, process or application ERP roles; SAP administration roles; SAP process roles.</td>
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<td><strong>GRADUATE CERTIFICATE IN BUSINESS ANALYTICS</strong>&lt;br&gt;CODE: BBTI&lt;br&gt;DURATION: 0.5 YEARS PART TIME&lt;br&gt;CAMPUS: FOOTSCRAY PARK&lt;br&gt;vu.edu.au/courses/BBTI</td>
<td>Build on your professional experience with a specialised qualification from a world leader in business analytics and SAP technology. This course is tailored to professionals with relevant experience, but without a bachelor degree. You will benefit from our strong industry partnerships with businesses that keep our course relevant, and give you valuable work experience.</td>
<td>Successful completion of a cognate (similar discipline) Bachelor/ Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/ Honours Degree and four years full-time work experience post- graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the Business School. If you do not meet the minimum requirements you may be eligible for one of our special admission programs. We also encourage you to explore our study pathways to help you reach your goal.</td>
<td>This course prepares you for the following careers: - SAP-related roles - analytics - business intelligence - business analysis - information prediction - financial, logistics, HR, and supply-chain analysis.</td>
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THE REAL-TIME PROJECTS I’VE BEEN ABLE TO WORK ON IN THE SAP NEXT GEN LAB, FOR MULTI-MILLION DOLLAR COMPANIES SUCH AS O-I GLASS, HAVE BEEN INVALUABLE.

I’m also in my third semester of an internship with Victoria University’s own SAP team, gaining further experience and skills that I can apply in my career.”

Meghana Poludasu
Master of Business Analytics
(Professional)

GRADUATE CERTIFICATE, GRADUATE DIPLOMA OR MASTER?

A Graduate Certificate is a six-month (full time) qualification that may be entered without a degree if you have sufficient experience. If you wish to continue studies for up to a year – or one-and-a-half to two years – you can complete the Graduate Diploma or Master respectively, enhancing your career options with each additional qualification. This flexibility means you can enter our postgraduate degrees with varying admission criteria or experience and exit when it suits you.
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| **GRADUATE DIPLOMA IN BUSINESS ANALYTICS**  
**CODE**: BGBI  
**DURATION**: 1 YEAR  
**CAMPUS**: CITY FLINDERS  
[vu.edu.au/courses/BGBI](vu.edu.au/courses/BGBI)  
**DESCRIPTION**: VU is recognised as one of the world’s leading institutions in ERP systems (SAP) education. This course provides a wide range of study by establishing a foundation of business analytics-relevant units that build upon key business systems and processes. In response to contemporary business challenges you will use business analytics techniques and SAP technology to solve information problems.  
**ADMISSION REQUIREMENTS**: Completion of an Australian Bachelor degree (or equivalent) in any discipline, or Australian Graduate Certificate (or equivalent) in a similar discipline.  
**CAREER OUTCOMES**: Early career roles in business analytics, and management positions related to the field. |
| **MASTER OF BUSINESS ANALYTICS**  
**CODE**: BMAD  
**DURATION**: 1.5 YEARS  
**CAMPUS**: CITY FLINDERS  
[vu.edu.au/courses/BMAD](vu.edu.au/courses/BMAD)  
**DESCRIPTION**: VU is recognised as one of the world’s leading institutions in ERP systems (SAP) education. One of the most comprehensive ERP and Business Analytics curricular in the world, the course covers business process management, supply chain management, business intelligence, customer relationship management, change management, programming, implementation, strategy development, configuration and administration.  
**ADMISSION REQUIREMENTS**: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline, or Graduate Certificate (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Certificate based on approved work experience. Once completed, you may be eligible for admission to this course.  
**CAREER OUTCOMES**: Roles in analytics, business intelligence or other ERP areas; SAP business intelligence administration roles; SAP process roles. |
| **MASTER OF BUSINESS ANALYTICS (PROFESSIONAL)**  
**CODE**: BMBI  
**DURATION**: 2 YEARS  
**CAMPUS**: CITY FLINDERS  
[vu.edu.au/courses/BMBI](vu.edu.au/courses/BMBI)  
**DESCRIPTION**: Become an industry leader in ERP systems with a career in business analytics. This unique course presents a comprehensive suite of SAP Business Intelligence/ Business Analytics (BI/BAn) software applications and technology that will ensure you remain in high demand for today’s business organisations.  
**ADMISSION REQUIREMENTS**: Completion of an Australian Bachelor degree (or equivalent) in any discipline, Graduate Diploma (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Diploma based on approved work experience. Once completed, you may be eligible for admission to this course.  
**CAREER OUTCOMES**: Roles in analytics, business intelligence or other ERP areas; SAP business intelligence administration roles; SAP process roles. |
| **MASTER OF ENTERPRISE RESOURCE PLANNING MANAGEMENT**  
**CODE**: BMED  
**DURATION**: 1.5 YEARS  
**CAMPUS**: CITY FLINDERS  
[vu.edu.au/courses/BMED](vu.edu.au/courses/BMED)  
**DESCRIPTION**: Discover your potential as an SAP solutions specialist with a career in ERP systems management. Learn the latest SAP solutions including business information warehouse, business objects, business intelligence, customer relationship management, advanced planner and optimiser, solution manager, and NetWeaver components.  
**ADMISSION REQUIREMENTS**: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline, or Graduate Certificate (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Certificate based on approved work experience. Once completed, you may be eligible for admission to this course.  
**CAREER OUTCOMES**: Specialist technical, process or application ERP roles; SAP administration roles; SAP process roles. |
| **MASTER OF BUSINESS (ENTERPRISE RESOURCE PLANNING SYSTEMS)/ MASTER OF BUSINESS ANALYTICS**  
**CODE**: BMAD  
**DURATION**: 2.5 YEARS  
**CAMPUS**: CITY FLINDERS  
[vu.edu.au/courses/BMAD](vu.edu.au/courses/BMAD)  
**DESCRIPTION**: Become an industry leader in enterprise resource management planning (ERP) systems (the only ERP course at this level in Australia) and SAP, with an internationally-recognised and comprehensive masters program. You’ll develop skills in critical thinking, problem solving, business analytics, creativity and personal leadership that will expand your career opportunities.  
**ADMISSION REQUIREMENTS**: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline, or Graduate Certificate (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Certificate based on approved work experience. Once completed, you may be eligible for admission to this course.  
**CAREER OUTCOMES**: Senior and leadership roles in ICT, ERP analyst, business analyst, business intelligence, information prediction, financial, logistics, human resources, and supply chain analysis. |

**WANT TO KNOW MORE ABOUT YOUR COURSE UNITS, STRUCTURE, TIMETABLE, FEES OR HOW TO APPLY?**
Visit the URL listed with your course or browse [vu.edu.au/courses](vu.edu.au/courses)
## Postgraduate Course Guide

### Business

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<td><strong>MASTER OF BUSINESS (ENTERPRISE RESOURCE PLANNING SYSTEMS)/MASTER OF SUPPLY CHAIN MANAGEMENT</strong>&lt;br&gt;<strong>CODE:</strong> BMBD&lt;br&gt;<strong>DURATION:</strong> CF&lt;br&gt;<strong>CAMPUS:</strong> CITY FLINDERS&lt;br&gt;<strong>vu.edu.au/courses/BMBD</strong></td>
<td>Gain a competitive edge in ERP or supply chain management with this double degree. Increase your knowledge of supply chain management, enterprise resource planning (ERP) system processes, SAP application, recent developments in sustainability and global trends in business.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in a similar discipline, or Graduate Certificate (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Certificate based on approved work experience. Once completed, you may be eligible for admission to this course.</td>
<td>Business analytics and SAP process roles, supply chain and logistics roles.</td>
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<td><strong>MASTER OF BUSINESS ANALYTICS/MASTER OF BUSINESS ADMINISTRATION</strong>&lt;br&gt;<strong>CODE:</strong> BMDC&lt;br&gt;<strong>DURATION:</strong> 2.5 YEARS&lt;br&gt;<strong>CAMPUS:</strong> CITY FLINDERS&lt;br&gt;<strong>vu.edu.au/courses/BMDC</strong></td>
<td>Take your career to the executive level with our double masters degree. Develop your management and business knowledge, and strengthen your analytical and database management skills. Gain advanced knowledge in enterprise resource planning (ERP) and SAP solutions, with optional extensions in specialised technical, process or application ERP areas. You’ll also have the opportunity to develop real-world experience in creating strategic plans for organisations, honing your critical-thinking, problem-solving, and personal leadership skills.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline, or Graduate Certificate (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Certificate based on approved work experience. Once completed, you may be eligible for admission to this course.</td>
<td>Senior and leadership roles in financial institutions, healthcare organisations, database marketing, market research firms, retailers, consulting firms, analytic groups.</td>
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<td><strong>GRADUATE DIPLOMA IN BUSINESS (SUPPLY CHAIN MANAGEMENT)</strong>&lt;br&gt;<strong>CODE:</strong> BGBS&lt;br&gt;<strong>DURATION:</strong> 1 YEAR&lt;br&gt;<strong>CAMPUS:</strong> CITY FLINDERS&lt;br&gt;<strong>vu.edu.au/courses/BGBS</strong></td>
<td>Develop your knowledge of logistics and supply chain management with a particular focus on the skills and techniques required for employment in early career management roles. Aimed at those who already have significant relevant professional experience but not a Bachelor degree, this course offers a pathway to postgraduate supply chain management masters courses.</td>
<td>Graduates will gain a body of knowledge that includes the understanding of recent developments in the supply chain management discipline. The Graduate Certificate is nested within the broader Master of Supply Chain Management and it also provides a pathway to Victoria University’s highly regarded MBA.</td>
<td>Career roles in supply chain management.</td>
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<tr>
<td><strong>GRADUATE CERTIFICATE IN SUPPLY CHAIN MANAGEMENT</strong>&lt;br&gt;<strong>CODE:</strong> BTSP&lt;br&gt;<strong>DURATION:</strong> 6.5 YEARS&lt;br&gt;<strong>CAMPUS:</strong> CITY FLINDERS&lt;br&gt;<strong>vu.edu.au/courses/BTSP</strong></td>
<td>The Graduate Certificate in Supply Chain Management provides an alternative admissions pathway into the Master of Supply Chain Management for those unable to enrol directly into that course. Graduates will gain a body of knowledge that includes the understanding of recent developments in the supply chain management discipline. The Graduate Certificate is nested within the broader Master of Supply Chain Management and it also provides a pathway to Victoria University’s highly regarded MBA.</td>
<td>Graduates may find careers in management-level positions in purchasing, supply, logistics, distribution, procurement and warehousing. Graduates are encouraged to progress to the Master of Supply Chain Management.</td>
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<td><strong>MASTER OF SUPPLY CHAIN MANAGEMENT</strong>&lt;br&gt;<strong>CODE:</strong> BMSP&lt;br&gt;<strong>DURATION:</strong> 1.5 YEARS&lt;br&gt;<strong>CAMPUS:</strong> CITY FLINDERS&lt;br&gt;<strong>vu.edu.au/courses/BMSP</strong></td>
<td>Develop your knowledge of logistics and supply chain management, with a particular focus on the skills and techniques required for employment in senior management roles in the logistics and supply chain sectors. Learn skills in Enterprise Resource Planning (ERP) systems, supply chain and logistics management, green logistics, and operations management.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline, or Graduate Certificate (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Certificate based on approved work experience. Once completed, you may be eligible for admission to this course.</td>
<td>Senior supply chain manager, logistics professional, global procurement specialist, sourcing/distribution manager, enterprise resource planning developer, project leader, transport coordinator, warehouse supervisor, import/export and customs manager.</td>
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<tr>
<td><strong>MASTER OF BUSINESS (SUPPLY CHAIN MANAGEMENT)</strong>&lt;br&gt;<strong>CODE:</strong> BMSM&lt;br&gt;<strong>DURATION:</strong> 2 YEARS&lt;br&gt;<strong>CAMPUS:</strong> CITY FLINDERS&lt;br&gt;<strong>vu.edu.au/courses/BMSM</strong></td>
<td>Develop knowledge of the field of logistics and supply chain management, with a particular focus on the skills and techniques required for employment in senior management roles. Supply chain management is one of the largest industries in Australia and a postgraduate qualification can greatly enhance career opportunities.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline, or Graduate Diploma (or equivalent) in a similar discipline. If you don’t meet the entry requirements, you may be admitted to the Graduate Diploma based on approved work experience. Once completed, you may be eligible for admission to this course.</td>
<td>Supply chain manager, logistics professional, global procurement specialist, sourcing/distribution manager, enterprise resource planning developer, project leader, transport coordinator, warehouse supervisor, import/export and customs manager.</td>
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### Management and Human Resource Management

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<td>Graduate Certificate in Business Administration&lt;br&gt;Code: BTPF&lt;br&gt;Duration: 0.5 years&lt;br&gt;Campus: City Flinders&lt;br&gt;&lt;a href=&quot;vu.edu.au/courses/BTPF&quot;&gt;vu.edu.au/courses/BTPF&lt;/a&gt;</td>
<td>Learn business and managerial skills relevant to various industry and professional environments. This course is both an entry point and exit award for the Master of Business Administration and Master of Business programs.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in a similar discipline. OR A minimum five (5) years approved work experience will be considered for admission to this course.</td>
<td>Business analyst, ERP roles, SAP roles, pathway to further study, and to various early career positions in the broad field of business administration.</td>
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<tr>
<td>Graduate Diploma in Business (Management)&lt;br&gt;Code: BMGA&lt;br&gt;Duration: 1 year&lt;br&gt;Campus: City Flinders&lt;br&gt;&lt;a href=&quot;vu.edu.au/courses/BMGA&quot;&gt;vu.edu.au/courses/BMGA&lt;/a&gt;</td>
<td>Develop a solid grounding in both foundational business and management knowledge and strategic aspects of management. This qualification allows managers to upgrade their skills and qualifications. It can be taken standalone or as part of a pathway to the Master of Business (Management).</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline, or Graduate Certificate (or equivalent) in a similar discipline. OR A minimum three (3) years approved work experience will be considered for admission to this course.</td>
<td>Senior management positions, generalist or specialist managers or project managers.</td>
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<td>Graduate Diploma in Business Administration&lt;br&gt;Code: BMPF&lt;br&gt;Duration: 1.5 years&lt;br&gt;Campus: City Flinders or Online&lt;br&gt;&lt;a href=&quot;vu.edu.au/courses/BMPF&quot;&gt;vu.edu.au/courses/BMPF&lt;/a&gt;</td>
<td>Aiming at those without a business background, this course develops advanced knowledge in contemporary business. Develop skills in critical thinking, problem solving, creativity, and social aspects through authentic assessment. The course assists graduates to become responsible and ethical citizens who use their intercultural understanding to contribute to the demands of their local and global communities.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline, or Graduate Certificate (or equivalent) in a similar discipline. OR A minimum three (3) years approved work experience will be considered for admission to this course.</td>
<td>Pathway to further study or early career positions in business administration.</td>
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<tr>
<td>Master of Business Administration&lt;br&gt;Code: BMAB&lt;br&gt;Duration: 2 years&lt;br&gt;Campus: City Flinders&lt;br&gt;&lt;a href=&quot;vu.edu.au/courses/BMAB&quot;&gt;vu.edu.au/courses/BMAB&lt;/a&gt;</td>
<td>Gain a solid business education to complement your existing work experience with a Master of Business Administration (MBA). Our MBA has been ranked in Australia’s top three by CEO Magazine for three consecutive years, for its excellent lecturers, small class sizes, student diversity, value-for-money and international study options.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in a similar discipline or completion of an Australian Graduate Certificate (or equivalent) in any discipline and three (3) years approved managerial experience. If you don’t meet the entry requirements, you may be admitted to the Graduate Diploma based on approved work experience. Once completed, you may be eligible for admission to this course.</td>
<td>Middle-to-senior management roles.</td>
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<td>Graduate Certificate in Organisational Change Management&lt;br&gt;Code: BTOC&lt;br&gt;Duration: 0.5 years&lt;br&gt;Campus: City Flinders&lt;br&gt;&lt;a href=&quot;vu.edu.au/courses/BTOC&quot;&gt;vu.edu.au/courses/BTOC&lt;/a&gt;</td>
<td>The Graduate Certificate in Organisation Change Management is specifically designed for change professionals to explore and become reflective change leaders who can drive change using creative and innovative thinking. This course aims to provide students with the opportunity to critically evaluate and reflect on their understanding of change and leadership and to build and strengthen the capabilities required of a change professional by questioning, reflecting, learning and adapting to new ways of thinking about change management.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in a similar discipline. AND A minimum five (5) years approved work experience will be considered for admission to this course.</td>
<td>Career possibilities include lead change, senior change manager, change and communications manager and senior change analyst.</td>
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<td><strong>MASTER OF CHANGE, INNOVATION AND LEADERSHIP</strong>&lt;br&gt;CODE: BMCH&lt;br&gt;DURATION: 1.5 YEARS&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BMCH</td>
<td>This master level degree is designed to equip experienced professionals from diverse industries with highly sought-after skills. You will develop techniques to build innovative teams, drive complex change and adjust quickly to new business conditions. The program has been developed in collaboration with industry leaders with enormous change experience who will also contribute to the course delivery. The program will take an interdisciplinary approach with a key focus on blending business and organisational psychology.</td>
<td>Completion of either an Australian Bachelor degree or Graduate Certificate (or equivalent) in a similar discipline AND 5 years approved work experience. If you don't meet the entry requirements, you may be admitted to the Graduate Certificate based on approved work experience. Once completed, you may be eligible for admission to this course.</td>
<td>You will be highly sought after in roles such as director or head of change, change management professional, senior consultant and program/project manager.</td>
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<tr>
<td><strong>GRADUATE DIPLOMA IN BUSINESS (INDUSTRIAL RELATIONS AND HUMAN RESOURCE MANAGEMENT)</strong>&lt;br&gt;CODE: BG1H&lt;br&gt;DURATION: 1 YEAR&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BG1H</td>
<td>This one-year degree will educate you in a number of industrial relations and human resource issues. A range of assessment tasks focus on critical thinking, problem solving and creativity. Develop your skills in business statistics and economics, human resource management, managing workplace conflict, and business ethics.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline.&lt;br&gt;Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline. OR A minimum three (3) years approved work experience will be considered for admission to this course.</td>
<td>Industrial relations roles, human resources roles.</td>
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<td><strong>GRADUATE CERTIFICATE IN INDUSTRIAL RELATIONS AND HUMAN RESOURCE MANAGEMENT</strong>&lt;br&gt;CODE: BTH1&lt;br&gt;DURATION: 0.5 YEARS&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BTH1</td>
<td>This course is designed to upgrade skills and knowledge of industrial relation and human resource issues. It is an academically rigorous and professionally relevant course in human resource management. There are a range of assessment tasks that focus on critical thinking, problem solving and creativity. Graduates may further their postgraduate studies by applying for admission into the Master of Industrial Relations and Human Resource Management.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in a similar discipline. OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.</td>
<td>Career possibilities include human resources consultant and human resources manager.</td>
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<td><strong>MASTER OF INDUSTRIAL RELATIONS AND HUMAN RESOURCE MANAGEMENT</strong>&lt;br&gt;CODE: BM1H&lt;br&gt;DURATION: 1.5 YEARS&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BM1H</td>
<td>Develop advanced skills and knowledge of industrial relations and human resource management, and progress in your career in a range of professions. This program is strongly based in the disciplines of management and general business, where you will be challenged to think creatively and critically.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in a similar discipline. Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.</td>
<td>Human resources manager, employee relations manager, industrial relations manager.</td>
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<td><strong>MASTER OF BUSINESS (INDUSTRIAL RELATIONS/HUMAN RESOURCE MANAGEMENT)</strong>&lt;br&gt;CODE: BMIR&lt;br&gt;DURATION: 2 YEARS&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BMIR</td>
<td>Explore contemporary knowledge, and gain a conceptual understanding of industrial relations and human resource management. You will develop research skills in the areas of management and general business, learn to manage workplace conflict, and resolve industrial relations and human resource problems.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in any discipline. Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Graduate Diploma (or equivalent) in a similar discipline. If you don't meet the entry requirements, you may be admitted to the Graduate Diploma based on approved work experience. Once completed, you may be eligible for admission to this course.</td>
<td>Human resource manager, employee development/relations manager, recruitment consultant, industrial relations officer.</td>
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<td><strong>GRADUATE CERTIFICATE IN MANAGEMENT</strong>&lt;br&gt;CODE: BTMM&lt;br&gt;DURATION: 0.5 YEARS&lt;br&gt;CAMPUS: CITY FLINDERS&lt;br&gt;vu.edu.au/courses/BTMM</td>
<td>The Graduate Certificate in Management provides a strong foundation in organisational management for those wanting to gain a specialist postgraduate qualification to support their career development. This course is also designed as an entry point for those with hands-on management experience without an undergraduate degree to undertake Masters level studies. The course offers a direct pathway to postgraduate diplomas in management or into the Master of Management.</td>
<td>Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.</td>
<td>Career possibilities include senior management positions, generalist or specialist managerial positions and project management roles.</td>
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“The MBA at VU presented the opportunity to further advance my career.

“...The lecturers were always really supportive and responsive. I overcame my fear of presenting through the participation-heavy, hands-on elements of the course.

Now I feel so fortunate to have my two career passions collide to create my dream job.”

Debbie Ruiz
Master of Business Administration
### Marketing

**Graduate Certificate in Marketing**
- **Code:** BTMK
- **Duration:** 0.5 years

Effective marketing practices have drastically changed in recent years. In the face of a digital revolution and a changing marketing environment, you must decide which marketing practices to adopt in order to compete and succeed. Students in the program acquire applied marketing principles, techniques and frameworks necessary to analyse marketplace strategies and develop effective integrated strategic marketing plans to fulfill an organisation’s marketing objectives. The graduate certificate program provides an entry pathway to a qualification in marketing for those with extensive work experience but no Bachelor degree. Units completed in this graduate certificate are transferrable towards the Master of Marketing.

**Graduate Diploma in Business (Marketing)**
- **Code:** BGMK
- **Duration:** 1 year

Aimed at those with significant relevant professional experience but without a bachelor degree, this course offers a critical overview of marketing theory. Learn skills in brand and product management, business statistics, consumer behaviour and global marketing management.

**Master of Marketing**
- **Code:** BMKM
- **Duration:** 1.5 years

Gain a critical overview of marketing theory and science, and develop practical skills to apply this knowledge in a business setting as a capable, responsible and market-ready professional with a global outlook. Learn skills in marketing research, marketing communication, consumer behaviour, and global marketing management.

**Master of Business (Marketing)**
- **Code:** BMMK
- **Duration:** 2 years

Broaden your career prospects and prepare for a management or leadership role in the marketing industry. This course includes a research component where you can focus on a particular area of interest, which could lead to further postgraduate research opportunities.
THE BEST THING ABOUT VU IS THE DIVERSITY OF STUDENTS AND ITS ACCESSIBILITY TO PEOPLE FROM DIFFERENT BACKGROUNDS.

“Through VU I gained local work experience and participated in student advocacy, which helped me find my voice and developed my networking skills. I believe these are the reasons I received multiple job offers after graduation.

I accepted a one-year graduate internship in marketing at L’Oréal – my dream company in Australia – and since then I was offered a permanent position there as Assistant Product Manager (Lancôme).”

Sebastian Au
Master of Business (Marketing)
COURSE | DESCRIPTION | ADMISSION REQUIREMENTS | CAREER OUTCOMES
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**TOURISM AND DESTINATION MANAGEMENT**

**GRADUATE CERTIFICATE IN TOURISM AND DESTINATION MANAGEMENT**

**CODE:** BTTD

**DURATION:** 0.5 YEARS

**CAMPUS:** CITY FLINDERS

vu.edu.au/courses/BTTD

Build on your qualifications and experience and develop the skills required for a range of roles within the rapidly growing tourism and events sectors. You'll develop managerial skills, knowledge in a range of disciplines, and gain an insight into policy development. As well as developing the capability to become an industry leader, you'll have the opportunity to study the Graduate Diploma or Master of Tourism and Destination Management.

Completion of an Australian Bachelor degree (or equivalent) in a similar discipline
OR
Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Marketing and management support roles, government planning and policy development, tourism, education, promotion and planning. Self-employment through tourism management businesses.

**GRADUATE DIPLOMA IN BUSINESS (TOURISM AND DESTINATION MANAGEMENT)**

**CODE:** BGBT

**DURATION:** 1 YEAR

**CAMPUS:** CITY FLINDERS

vu.edu.au/courses/BGBT

This qualification will prepare you for a range of roles in the rapidly growing tourism and destination management sectors. You'll develop managerial skills, knowledge in a range of disciplines, and gain an insight into policy development. As well as developing the capability to become an industry leader, there will be the opportunity to study a Master of Tourism and Destination Management.

Completion of an Australian Bachelor degree (or equivalent) in any discipline
OR
Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline
OR
Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Marketing and management support roles, development, tourism education and self-employment through tourism management businesses.

**MASTER OF BUSINESS (TOURISM AND DESTINATION MANAGEMENT)**

**CODE:** BMBT

**DURATION:** 2 YEARS

**CAMPUS:** CITY FLINDERS

vu.edu.au/courses/BMBT

Gain a specialised and professional qualification that will equip you to compete for and perform in managerial, policy development and planning roles within the rapidly growing tourism and events industries. The first of its kind in Australia, this course will prepare you to professionally engage with contemporary and emerging industry issues and developments in the visitor economy. In particular, the course builds on the theme of Green Growth and sustainability as a central paradigm.

Completion of an Australian Bachelor degree (or equivalent) in any discipline
OR
Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline
OR
Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Marketing and management support roles, roles in research and consulting firms, government planning and policy development, tourism education and management roles.

**MASTER OF TOURISM AND DESTINATION MANAGEMENT**

**CODE:** BMTD

**DURATION:** 1.5 YEARS

**CAMPUS:** CITY FLINDERS

vu.edu.au/courses/BMTD

This specialised, professional qualification will prepare you for managerial, policy development and planning roles in the rapidly growing tourism and events industries. This course incorporates tourism and management studies with a focus on addressing contemporary issues and challenges faced by destinations internationally. The program is embedded within an established suite of business programs including Victoria University’s internationally-awarded MBA.

Completion of an Australian Bachelor degree (or equivalent) in a similar discipline
OR
Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline
OR
Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Roles in tourism planning and promotion; tourism education; attractions management; marketing and communication (events); planners within travel sector; self-employment through tourism management businesses.

**SCHOOL FOR THE VISITOR ECONOMY**

Vu’s School for the Visitor Economy is a cross-university school providing the hospitality and tourism industries with qualified professionals to support rapid growth across the sector. The visitor economy is Australia’s second largest export industry, generating an estimated 12% of all Australian jobs.

The School delivers industry-based programs across all qualification levels, from pre-vocational certificates through to degrees, postgraduate studies and research.

vu.edu.au/visitor-economy