

# VICTORIA UNIVERSITY BUSINESS SCHOOL

THE NEW WAY TO DO UNI



# MEET YOUR PANEL MEMBERS

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# TRENDS

- ◆ Moderate to strong industry growth in:
  - ◆ Accounting
  - ◆ Finance
  - ◆ Information management
- ◆ Above average salaries
- ◆ Demand growing for graduates with data analytics and an entrepreneurial mindset

Source: Graduate Outcomes Survey (GOS) 2018 (<https://www.gilt.edu.au>) &  
Australia Bureau of Statistics (<https://joboutlook.gov.au/FutureOfWork.aspx>)

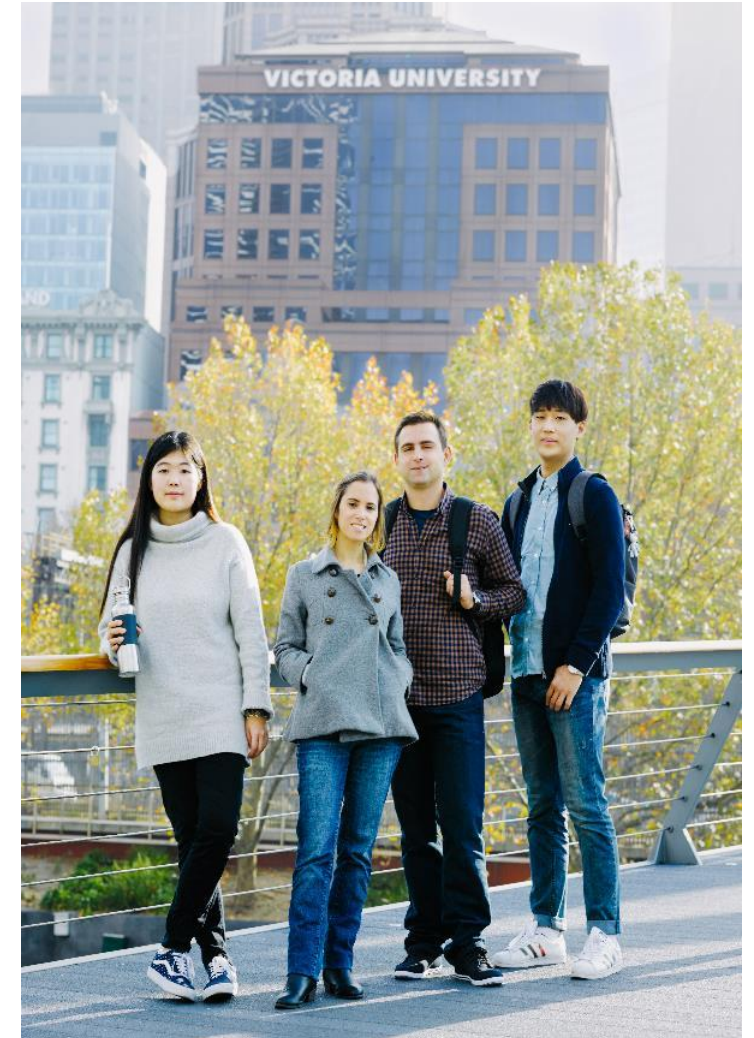
# BACHELOR OF BUSINESS

THE NEW WAY TO DO UNI



# POINTS OF DIFFERENCE

- ◆ Common first year with a choice of eleven unique majors
- ◆ Business Challenge units develop and enhance soft skills demanded by employers
- ◆ Authentic assessment particularly in the capstone unit
- ◆ Small class seminar teaching encourages greater student engagement
- ◆ Students complete one unit at a time over four weeks under VU's Block Model
- ◆ Work integrated learning (paid internships)
- ◆ Industry engagement in curriculum and with professional associations
- ◆ Confucius Institute offers students Chinese-language, business and cultural workshops, and facilitates China-focused scholarships and tours.



# BACHELOR OF BUSINESS

## MAJORS

**Accounting**

**Banking and  
Finance**

**Event  
Management**

**Financial Risk  
Management**

**Human  
Resource  
Management**

**Information  
Systems  
Management**

**International  
Trade**

**Management  
and  
Innovation**

**Marketing**

**Supply Chain  
Management**

**Tourism and  
Hospitality  
Management**

# BACHELOR OF BUSINESS

## COURSE STRUCTURE

1 <sup>st</sup> Year	Integrated Business Challenge	Information Systems for Business	Economic Principles	Business Statistics
	Introduction to Marketing	Business Law	Management and Organisational Behaviour	Accounting for Decision Making
2 <sup>nd</sup> Year	Major	Major	Major	Major
	International Business Challenge	Major	Major or Minor	Major or Minor
3 <sup>rd</sup> Year	Major	Major or Minor	Major or Minor	Major or Minor
	Applied Business Challenge#	Major or Minor	Major or minor	Major*

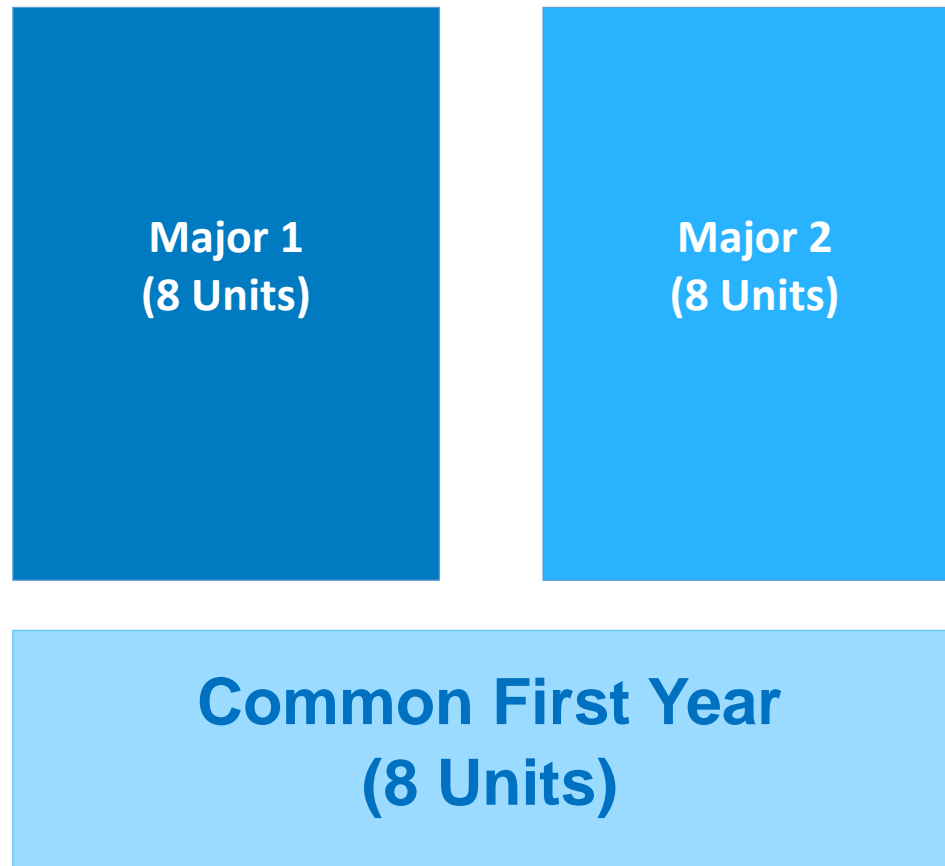
# Business Capstone Unit

\* Discipline Capstone Unit



# **BUILD YOUR OWN BUSINESS DEGREE**

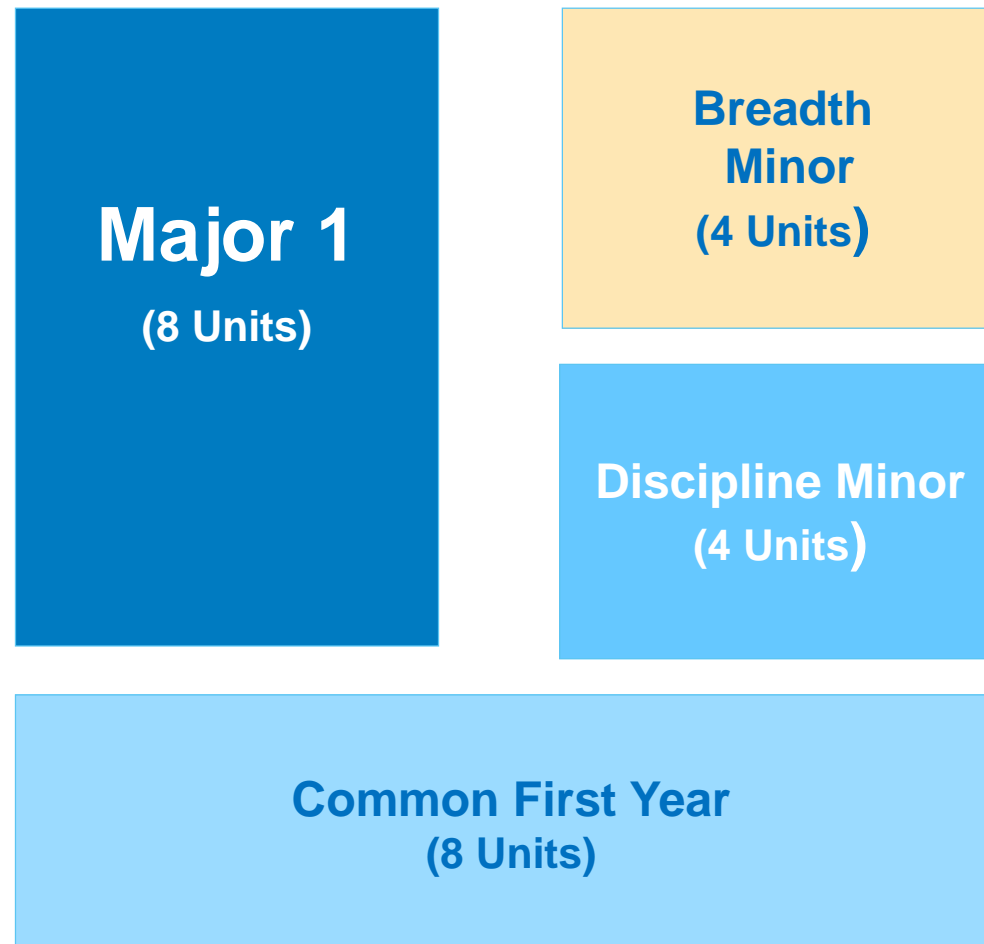
## **EXAMPLE A**





# BUILD YOUR OWN BUSINESS DEGREE

## EXAMPLE B



# PATHWAYS

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# PATHWAYS

<b>PATHWAY COURSE AND CODE</b>	<b>COURSE CREDITS</b>
ASSOCIATE DEGREE IN HOSPITALITY AND HOTEL MANAGEMENT - VAHH	192
ADVANCED DIPLOMA OF ACCOUNTING – FNS60217	144
ADVANCED DIPLOMA OF HOSPITALITY MANAGEMENT – SIT60316	144
DIPLOMA OF ACCOUNTING – FNS50215	96
DIPLOMA OF BUSINESS ADMINISTRATION – BSB50415	96
DIPLOMA OF HOSPITALITY MANAGEMENT – SIT50416	96
DIPLOMA OF LEADERSHIP AND MANAGEMENT – BSB51915	96
DIPLOMA OF LOGISTICS – TLI50415	96
DIPLOMA OF BUSINESS (ENTERPRISE) – VDDE	96
DIPLOMA OF PAYROLL – FNS50417	48
FOUNDATIONS AT VU – JYAC	0
CERTIFICATE IV IN TERTIARY PREPARATION – 22313VIC	0



<b>DEGREE COURSE AND CODE</b>
<b>BACHELOR OF BUSINESS – BBNS</b>
<b>MAJORS:</b>
ACCOUNTING
BANKING AND FINANCE
EVENT MANAGEMENT
FINANCIAL RISK MANAGEMENT
HUMAN RESOURCE MANAGEMENT
INFORMATION SYSTEMS MANAGEMENT
INTERNATIONAL TRADE
MANAGEMENT AND INNOVATION
MARKETING
SUPPLY CHAIN AND LOGISTICS MANAGEMENT
TOURISM AND HOSPITALITY MANAGEMENT

# THE ENTREPRENEURIAL MINDSET

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# IN THE CURRICULUM

- ◆ Management and Innovation major
- ◆ Marketing major
- ◆ Entrepreneurial mindset minor
- ◆ Applied Business Challenge



**Congratulations on being a Big Idea Finalist!**

*PwC are hugely proud to be the presenting partner of the Big Issue's Big Idea and as part of our sponsorship we would like to invite all finalists to a PwC Immersion Day.*





# IN THE FIELD STUDY TOURS



**SOCIAL ENTREPRENEURSHIP**  
**Bali and Lombok**



**NEW COLOMBO PLAN**

*Connect to Australia's future - study in the region*

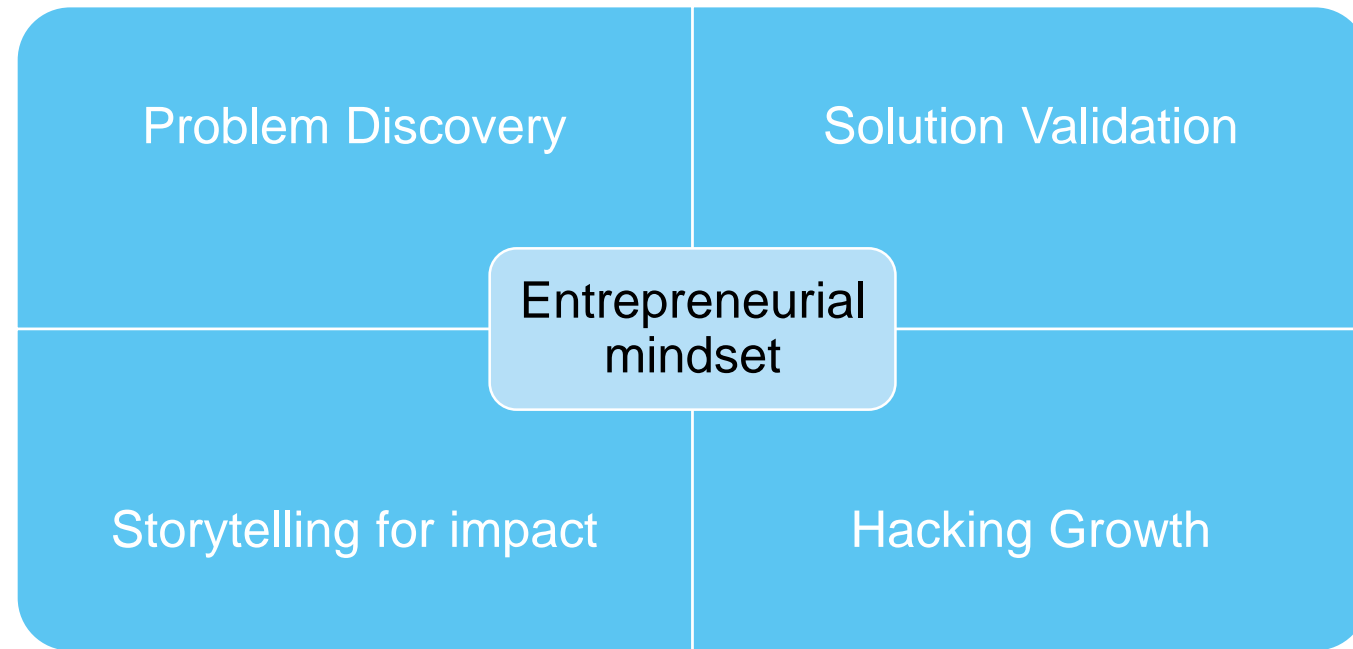


  
**EUROPEAN  
INNOVATION  
ACADEMY**

**"Together these students will learn the ropes and skills to entrepreneurship, including the technique of a 'sprint' where they quickly and efficiently test ideas for their start-up with their team."**



# ENTREPRENEURS IN RESIDENCE



# WORK INTEGRATED LEARNING

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# WORK INTEGRATED LEARNING (WIL)

- ◆ Involves getting a “real job” or “Internship” in the workplace.
- ◆ Combines workplace experience/projects with curriculum and assessment for credit;
- ◆ May be in a paid, voluntary, casual or part-time position;
- ◆ WIL positions are relevant to the course, and provide students the necessary skills to make them stand out and be **competitive** as a Graduate.

# WORK INTEGRATED LEARNING (WIL)

- ◆ WIL is central to VU's commitment to [practical, experiential learning](#) in your chosen profession – in operation at VU for more than 55 years.
- ◆ Program supported by team of Professional WIL Co-ordinators – with > 50 years combined industry/professional experience;
- ◆ Students participate in prior preparation for work program with all activities fully supported by WIL Co-ordinators including one-to-one personalised and customised advice and support.
- ◆ *Graduates with WIL experience are recruited earlier than graduates without WIL experience and have the relevant workplace experience demanded by graduate employers.*

# WORK INTEGRATED LEARNING PROGRAMS

## CO-OPERATIVE EDUCATION

- ◆ Generally, paid, full-time relevant professional employment (min 20 weeks)
- ◆ May be taken across one or two semesters
- ◆ Co-op work can be anywhere ... from Laverton to London or LA
- ◆ Co-op salary can range from \$40,000 to \$55,000 pa +

## BUSINESS INTEGRATED LEARNING

- ◆ At least 150 “contact” hours over a semester a discipline related position
- ◆ May be *paid, voluntary, casual or part-time*;
- ◆ May consist of a single or multiple positions.
- ◆ Often described as “*Internships*” or “*Vocational Placements*”
- ◆ *Enrolment is required for unpaid (per Fair Work Office)*

# STUDENT IN CONTACT WITH INDUSTRY



**Some positions are exclusive to VU students:**

Western Bulldogs Football Club  
MCEC  
The RACV Club  
The Malthouse ...

and can be overseas with Disney in Florida!

# SUCCESS STORIES

**WORK INTEGRATED LEARNING**  
STUDENT OF THE YEAR 2017  
EVENT MANAGEMENT

Western Bulldogs Football Club Award  
Demi Egan

"The Work Integrated Learning (WIL) initiative was so beneficial and rewarding. My work with Westfield Australia allowed me to work alongside an experienced team to build upon my knowledge and experience within the retail industry. I am now employed with Westfield as a full-time product coordinator looking after their national Championships."

My WIL experience has been invaluable and opened up opportunities that I didn't think existed. As a graduate with relevant and practical industry knowledge, I am a lot more confident professional."

The event industry offers varied work opportunities to highly driven individuals. Students work at entry level positions for various corporate, sporting and community events, conferences and meetings in marketing, operations, administration and coordination roles.

[vu.edu.au/wil](http://vu.edu.au/wil)

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**WORK INTEGRATED LEARNING**  
STUDENT OF THE YEAR 2016  
ACCOUNTING


PKF Award  
James Wilkinson

"My involvement with the Business Integrated Learning program was the most challenging and rewarding experience during my degree. I had the opportunity of working on an exciting team with skills from Accounting Group, which provided me with an environment to practice the skills I have learnt throughout my course, and gave me the opportunity to develop industry knowledge and professional workplace setting."

Through my dedication to the program, I was able to secure a full-time position following graduation. To further develop skills within professional setting environment while studying, I highly recommend undertaking the program."

Accounting is a highly regulated and diverse profession allowing students to pursue careers in companies around the world, contributing in many areas including management, financial, taxation, auditing and sustainable accounting."

[vu.edu.au/wil](http://vu.edu.au/wil)

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**WORK INTEGRATED LEARNING**  
TOURISM MANAGEMENT

2013 STUDENT OF THE YEAR  
TESSA McLACHLAN  
APT Award

"The Work Integrated Learning (WIL) program presented me with key lessons in professional development and new employment opportunities tailored to my academic field."

During my Co-operative Education at Tourism Victoria, I was exposed to invaluable insights, experiences and opportunities to network with prominent industry figures and stakeholders."

I am confident that my experience gained through the WIL program will empower me with a competitive edge and knowledge the cornerstone of my career in tourism."

WIL students are active across all parts of the tourism industry working with high profile organisations such as tourism boards and Destination Melbourne, as well as in the field in hotels, with education, tour operators, museums and travel companies around Australia, the UK and USA."

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**WORK INTEGRATED LEARNING**  
2014 STUDENT OF THE YEAR  
HOSPITALITY MANAGEMENT  
CROWN HOTELS AWARD  
DIEM NGOC NGUYEN

After completing my Work Integrated Learning (WIL) year at the Crown Casino Sydney Hotel Melbourne, I secured a permanent position as a Front Office Assistant."

WIL enabled me to apply academic theory to practice in the intense business hospitality surroundings. During my Co-op year, I gained a wide range of skills in hotel management, revenue optimisation and quality customer service, and was exposed to invaluable insights of the hotel industry."

The WIL program enhanced my confidence in the workplace as well as my future employment prospects - it has been an enlightening journey."

Co-op students work in a range of hotels, in Australia and overseas. Further steps for best career success to learn, inspire, train, and market."

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**WORK INTEGRATED LEARNING**  
STUDENT OF THE YEAR 2016  
HOSPITALITY MANAGEMENT

Crown Promenade Melbourne Award  
Bryce Coleman

"The Co-operative Education program enabled me to gain and improve my skills through the practical experience of the industry. The knowledge I experienced in all things Hospitality has been invaluable and not only my knowledge but personal development as well."

The completion of the program has allowed me to gain the experience of the industry that will allow me to gain a position in the industry. The program enabled me to learn my knowledge and management skills as well as meeting industry professionals that will set me up greatly for the future."

Co-op students work in a range of hotels in Australia and overseas. Further steps for best career success to learn, inspire, train, and market."

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# GRADUATES

- ◆ Graduate employment rates – 78%
- ◆ Full-time postgraduate study – 14%
- ◆ Graduate roles: accountant, business analyst, public relations, marketing, human resource management, risk management analyst, supply chain manager
- ◆ VU graduates in the top 3 earners 3 years after study



**QUESTIONS?**

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THANK YOU



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# OPEN DAY

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**18 AUG 2019**

**10AM - 3PM  
FOOTSCRAY PARK**

Presentation Name

