CURTIN BUSINESS SCHOOL
Undergraduate Course Guide 2015
MAKE THE BRIGHT CHOICE

Make tomorrow better.
MAKE THE BRIGHT CHOICE

Curtin Business School (CBS), through industry-connected innovative teaching and research, develops internationally focused graduates committed to excellence.
A large amount of your life will be spent working, so it’s important to make informed decisions about which subjects you study, so you can make your career as fulfilling as possible.

Inside this guide you can find:
> Information on Curtin’s business degrees
> Information on CBS support services, facilities and available programs
> An overview of different areas of business
> Information on how to apply to Curtin University
> Important dates and useful contacts.

Inside this guide

Why study business? .......................... 2
How do I choose what to study? ....... 4
Study in Perth .................................. 6
Welcome to Curtin Business School ......................... 8
What can I study at Curtin Business School? ........... 10
Accounting, Accounting Technologies and Taxation 14
Advertising ..................................... 16
Banking, Finance and Financial Planning .................. 18
Business Information Systems and Business Information Technology .................. 20
Business Law .................................... 22
Economics .................................... 24
Entrepreneurship ................................ 26
Event Management ............................ 28
Human Resource Management and Industrial Relations ............... 30
International Business ....................... 32
Law ............................................... 34
Logistics and Supply Chain Management ................... 36
Management ................................... 38
Marketing ...................................... 40
Property Studies ............................... 42
Public Relations ................................ 44
Tourism and Hospitality ....................... 46
Curtin Business School Industry Connect ......................... 48
Services and support ........................ 50
Other study locations ........................ 54
Student exchange ................................ 56
How to apply: International .................... 58
How to apply: Domestic ........................ 60

business.curtin.edu.au
WHY STUDY BUSINESS?

Business is conducted at every level in organisations. Graduates are employed worldwide to run businesses, manage and lead people, plan, strategise and drive organisations forward.

DEMAND DYNAMIC CAREERS

The business world is fast-paced and evolving. There are always new things to learn, changing industry trends and consumer needs, market volatility, global economic fluctuations, business restructure, and technological advancements.

VARIETY

Business degrees are diverse; there are a wide variety of specialty fields, majors, elective units, industry projects and study abroad opportunities to suit your specific interests, strengths and career aspirations.

Studying business prepares you to work in diverse settings, too. Whether you are trading stocks on Wall Street, creating advertising campaigns in Sydney, exporting consumer goods from China or building your career at a corporate, government or not-for-profit organisation, a business degree can take you anywhere.

TRANSFERABLE SKILLS

A business degree gives you transferable skills that are useful for many jobs. You will learn how to improve your written, verbal and interpersonal communication; analyse problems from theoretical and practical perspectives; overcome challenges in new and inventive ways; and negotiate, collaborate and manage your time more effectively.

business.curtin.edu.au
If you’re considering a career in business, CBS offers a range of degrees and course majors to suit your interests. You can study for a degree with a single or double major, mix your business studies with a major from another faculty, or take on a double degree to expand your career options.

How do you approach life?

I’M ANALYTICAL

Key qualities:
- Apply logical thinking
- Visualise, articulate and design solutions to problems
- Formulate plans
- Make good decisions

Majors
- Accounting
- Accounting Technologies
- Banking
- Business Information Systems
- Business Information Technology
- Economics
- Finance
- Financial Planning
- Law
- Taxation

I’M A NETWORKER

Key qualities:
- Recognise where and when to help people
- Support, encourage and help others
- Always follow up

Majors
- Human Resource Management
- Industrial Relations
- International Business
- Property Development and Valuation
- Public Relations
- Tourism and Hospitality

HOW DO I CHOOSE WHAT TO STUDY?

business.curtin.edu.au

I’M CREATIVE

Key qualities:
- Have a lot of ideas
- Believe in the power of imagination
- Enjoy new experiences
- Take risks
- Strive to be original

Majors
- Advertising
- Entrepreneurship
- Marketing

I’M ORGANISED

Key qualities:
- Keep things simple
- Adhere to schedules
- Set goals
- Prioritise and multitask
- Solve problems in innovative ways

Majors
- Business Law
- Event Management
- Logistics and Supply Chain Management
- Management
STUDY IN PERTH
ONE OF THE WORLD’S TOP TEN MOST LIVEABLE CITIES*

WELCOME TO CAMPUS
At Curtin, you’ll get a great education. You’ll also have a lot of fun. This is where you can make new friends, get involved in clubs and activities, build life skills and prepare for the transition into working life. There are a variety of on- and off-campus housing options, innovative learning spaces and a range of support services to help you enjoy life and succeed in your studies. Your experiences here, and your interactions with other students and academics, can change your life.

GET OUT AND ABOUT
Your adventures will no doubt continue off campus, too, as you explore the wider Perth community. And why not? According to The Economist Intelligence Unit, Perth is one of the world’s top ten most liveable cities. When you are not studying for exams, you can sit back and watch the sunset at Cottesloe beach, catch your favourite band at the newly constructed Perth Arena, enjoy some food with friends or treat yourself to a night out in the Northbridge entertainment district. You may enjoy a leisurely bike ride around the Swan river, or if you prefer something more extreme, get airborne with a few kitesurfing lessons. There are plenty of weekend getaway spots, shops open seven days a week, cinemas, theatre, coffee shops, fast internet speeds and almost anything else you might expect from a modern, vibrant city. With so many attractions, you’ll appreciate having access to a reliable public transport system. A network of ferries, trains and buses means many popular destinations are just a few connections away. With discounted student transport fares you will have a chance to see more, for less.

GO TO WORK
In Perth you can jump-start your career with some industry work experience, or find casual employment. Perth has a bustling central business district. If you are an international student, you can work up to 40 hours per fortnight on your student visa and full-time during the semester breaks. CELEBRATE DIVERSITY
Perth is a culturally and linguistically diverse city. Although the main spoken language is English, the population is made up of more than 200 nationalities, collectively speaking as many as 270 languages and identifying with over 100 religious faiths. In Western Australia, more than half a million people were born in countries outside of Australia.

STAY IN TOUCH
Call, Skype or catch the next flight – it’s easy to stay in touch with your friends and family from Perth. Perth is located in the same time zone as Hong Kong, Singapore, Beijing and Kuala Lumpur. Visiting home or travelling during semester breaks is also convenient from here. Perth’s international airport is well served with flights connecting the region with the world.

SOAK UP THE SUN
Perth has a temperate climate with warm, dry summers and mild winters.

Perth weather
Season | Months | Avg °C
Summer | Dec – Feb | 18 – 31
Autumn | Mar – May | 16 – 29
Winter | Jun – Aug | 15 – 19
Spring | Sep – Nov | 14 – 26

(This table is intended as a guide only.)

*The Economist Intelligence Unit 2013
Curtin Business School has again been ranked as the top business school in Western Australia and among the top ten in Australia*, receiving a 4 Palmes ranking in the latest prestigious Eduniversal Business School Rankings 2013.

WELCOME TO CURTIN BUSINESS SCHOOL

WHY SHOULD YOU CHOOSE CBS?

• Quality courses: We regularly review and update our courses to ensure they remain relevant to industry and in line with the educational standards set by various professional accrediting bodies.

INDUSTRY CONNECTIONS

In business, it’s not only what you know, it’s who you know. Our strong industry connections are reflected in your learning opportunities.

• Relevant courses shaped by industry leaders: We understand that you want a degree that’s at the forefront of industry trends. We have around 70 business leaders across a range of industries – one of the most extensive industry advisory group networks of any Australian business school – who use their knowledge and experience to shape course content. They ensure your course is relevant to current business needs.

• Industry relationships: CBS has many sponsorships, partnerships, agreements and relationships with government, businesses and organisations across all industries. We also work closely with professional bodies and organisations specific to your chosen area of study. You will have the opportunity to engage with industry experts, attend networking events, and gain practical experience from course projects and industry work placements.

INTERNATIONAL EXPOSURE

For business conducted on a global scale, business professionals must be able to operate in various cultures and environments. As a CBS student, you will receive a diverse, challenging and rewarding education that encourages international and intercultural awareness.

• International diversity: With a community of 15,000 students from more than 70 countries, CBS will help you gain a truly international perspective. Your classroom and practical experiences will further shape your global understanding as you complete real-life case scenarios, assessments and industry projects in various cross-cultural teams.

• Global network: Curtin’s Bentley Campus is culturally diverse. We also have a number of other campuses in Australia and the Asia-Pacific region, as well as international partners and offshore programs around the globe, where you can immerse yourself further in other cultures. You will have a real opportunity to develop an international network during your time at Curtin.

*The Economist Intelligence Unit 2013

FUTURE FOCUSED

Our goal is to produce business leaders who can make tomorrow better for the global business community. We think you’re up to the challenge.

There are many business courses available in Western Australia. The following information should help you choose the right course for you.

IS THIS YOU?

At CBS, we want to be joined by people who are:

• Future focused
• Talented
• Determined
• Innovative
• Ambitious
• Sociable

INNOVATIVE AND APPLIED RESEARCH

With access to high-tech research facilities and highly accomplished academic mentors, you will have the opportunity to join a variety of applied research projects that are conducted in close partnership with key industry players.
WHAT CAN I STUDY AT CBS?

Bachelor of Commerce

Course prerequisites: Mathematics 2C/2D desirable
STAT: WE and either V or Q

Study mode: Full-time, part-time, external. Advertising, Business Law, Finance, Management and Marketing majors are available fully online.

Duration: 3 years full-time
Campus: Bentley

Note: International students studying in Australia on a student visa can only study in full-time mode.

The Bachelor of Commerce is CBS’s principal course and is an internationally recognised business qualification. You can choose from a variety of business specialisations to suit your individual passions and career goals. All commerce majors are practical and industry focused.

Course structure
The Bachelor of Commerce is made up of eight common core units, seven of which must be completed in your first year of study. In your second and third years, you may choose one or two areas of specialisation, referred to as majors. Over the three-year course you should complete a total of 24 units (equivalent to 600 credits).

The first year common core units are: accounting, business law, economics, business information systems, management, marketing, and communication in business. Additionally, you are required to complete an eighth common core unit, business capstone, in your final semester of study.

Bachelor of Commerce sample course structure

YEAR 1
4 Common core units (100 credits)
3 Common core units (75 credits)
1 Unit from major A (25 credits)
Total credits = 200

YEARS 2 and 3

Single major
7 Units from major A (175 credits)
8 Elective units (200 credits)
Business capstone 301 (25 credits)
Total credits = 400

Double major
7 Units from major A (175 credits)
8 Units from major B (200 credits)
Business capstone 301 (25 credits)
= 600 credits to graduate

Note: This sample course structure is a guide only.

A single major lets you undertake elective units, and gives you a broader perspective of a single business area, whereas a double major gives you an in-depth perspective of two business areas.

You’ll graduate with a Bachelor of Commerce degree regardless of which areas you choose to specialise in. The degree will give you the skills and knowledge to pursue a variety of careers – some examples are described in the careers and course guide section on pages 14 to 47.

Most units are presented within a lecture and tutorial format. For full-time study, most classes are scheduled during the day, but evening attendance may be necessary for some units. If you are a part-time student you usually attend evening classes, but may attend day classes if convenient. Throughout the course you’ll participate in class presentations, group work, computer lab sessions, case studies, workplace assignments and examinations.

BACHELOR OF COMMERCE MAJORS

Single majors
Accounting
Advertising
Business Information Systems
Business Information Technology
Business Law
Economics
Entrepreneurship
Event Management
Finance
Financial Planning
Human Resource Management
International Business
Logistics and Supply Chain Management
Marketing
Property Development and Valuation
Public Relations
Tourism and Hospitality

Double majors
• Accounting and: Accounting Technologies, Banking, Business Information Systems, Business Law, Entrepreneurship, Finance, Financial Planning, Taxation
• Accounting Technologies and: Accounting
• Advertising and: Marketing, Public Relations
• Banking and: Accounting, Finance
• Business Information Systems and: Accounting, Business Information Technology, Logistics and Supply Chain Management
• Business Information Technology and: Business Information Systems
• Business Law and: Accounting, Marketing
• Economics and: Finance, Management, Marketing
• Entrepreneurship and: Accounting, Marketing

business.curtin.edu.au
WHAT CAN I STUDY AT CBS? continued
business.curtin.edu.au

Double majors continued
• Event Management and: Public Relations
• Finance and: Accounting, Banking, Economics; Management, Marketing, Property
• Human Resource Management and: Industrial Relations, Management
• Industrial Relations and: Human Resource Management
• Logistics and Supply Chain Management and: Business Information Systems, Marketing
• Management and: Economics, Finance; Human Resource Management; Marketing, Public Relations
• Marketing and: Advertising, Business Law; Economics, Entrepreneurship, Finance; Logistics and Supply Chain Management; Management; Property, Public Relations; Tourism and Hospitality
• Property and: Finance, Marketing
• Public Relations and: Advertising, Event Management, Management, Marketing, Tourism and Hospitality
• Taxation and: Accounting
• Tourism and Hospitality and: Marketing, Public Relations
Note: Single and double majors are correct at the time of printing but may be subject to change.
Interfaculty majors
You can study a range of humanities majors in combination with relevant business majors to gain a valuable blend of skills.
With interfaculty majors you can apply for a Bachelor of Commerce or a Bachelor of Arts degree. Within the Bachelor of Commerce degree, you’ll complete business introductory units.

If you’re taking a Bachelor of Arts degree you’ll complete a different set of core units, but combine them with a business major. See the list below for available combinations.
• Accounting and: Chinese
• Advertising and; Creative Advertising and Graphic Design
• Business Law and: International Relations
• Economics and: International Relations
• Public Relations and: Journalism

BACHELOR OF LAWS
Prerequisites: Literature 2A/2B desirable
STAT: WE and either V or Q
Study mode: Full-time, part-time
Duration: 4 years full-time or 3 years fast-tracked on a trimester-based system
Campus: Bentley
The Curtin Bachelor of Laws will give you a professional legal qualification that allows you to practise as a lawyer. Graduates are qualified to give legal advice and appear in court. The course provides a strong commercial awareness and you will have the opportunity to specialise in industry.

BACHELOR OF BUSINESS ADMINISTRATION
Prerequisites: Mathematics 2C/2D desirable
STAT: WE and either V or Q
Study mode: Full-time, part-time
Duration: 3 years full-time
Campus: Bentley
The Bachelor of Business Administration gives you a general overview of business administration and is suitable if you want to gain expertise in general management. The course consists of 16 core units and eight elective units. You do not specialise in one particular area of study.

DOUBLE DEGREES
A double degree lets you complete two complementary bachelor degrees within a shorter timeframe.

Below is a list of double degree options (subject to meeting eligibility requirements).
• Bachelor of Commerce (Accounting; Economics; Finance; International Business; Marketing, Public Relations; Tourism and Hospitality) and Bachelor of Arts (selected majors)
• Bachelor of Commerce (Economics; Finance; Management) and Bachelor of Engineering (Chemical; Civil and Construction; Computer Systems; Electrical Power; Mechanical)
• Bachelor of Commerce (Finance) and Bachelor of Science (Applied Geology)
• Bachelor of Laws and Bachelor of Commerce (Accounting, Economics; Taxation; Marketing; Finance; Human Resource Management)
• Bachelor of Laws and Bachelor of Arts (International Relations; Journalism)

Key: WE = Written English, V = Verbal, Q = Quantitative
Qualified accountants are in demand around the world to help businesses, government, organisations and individuals with financial management. An accounting qualification from Curtin is accepted internationally and can go anywhere with you.

You can develop expertise in areas such as auditing, taxation, insolvency, compliance, or accounting systems and technology. You can also develop skills in a number of other areas. If you graduate with a Curtin accounting qualification, you are eligible to join a range of professional accounting bodies operating in Australia.

**YOU ARE: ANALYTICAL**

**ACCOUNTING, ACCOUNTING TECHNOLOGIES & TAXATION**

**CAREER SNAPSHOT**

**Accountant**

Accountants analyse, report and give advice on the strategic direction and financial dealings of organisations. They also advise on all manner of business processes, and prepare financial statements, conduct audits and analyse company performance.

**Tax agent/consultant**

Tax agents help clients meet their tax reporting and payment obligations. They prepare tax returns and reports, provide advice on tax issues, and handle disputes with the taxation authorities.

**Auditor**

Auditors investigate an organisation’s financial statements to determine if they are true and fair. The investigation requires the auditor to gain a thorough understanding of the organisation, the industry and regulatory requirements. This includes a detailed analysis of risks facing the organisation. A career in auditing exposes you to myriad organisations and industries.

**Business analyst**

Business analysts look for inefficiencies and recommend improvements to business operations. They also analyse a company’s financial performance in profitability and cash flow.

**Tax adviser**

Tax advisers use their knowledge of changing tax legislation to provide advisory and consultancy services to clients. Areas of work include tax planning and compliance.

**Treasurer**

Treasurers play a crucial role in the overall financial operations of an organisation. They oversee finance areas and have a high level of experience in financial reporting and corporate governance.

**STUDY MAJORS AT CURTIN**

Accounting

This major provides a comprehensive understanding of the use of technology in accounting and related areas. You’ll study issues in managerial accounting, computer accounting packages, accounting modelling, and accounting statement analysis, and explore the challenges for workplaces relying on e-commerce.

Taxation

This major is designed to provide you with a thorough understanding of taxation laws and taxation practice, in Australia and overseas. You’ll gain relevant skills and knowledge to specialise in income tax, goods and services tax, fringe benefits tax, international tax, tax administration, tax structures and state taxes.

**EMPLOYERS**

Potential employers of CBS graduates

- Government departments and the public sector
- Resources sector, particularly in auditing and reporting
- Financial service firms
- Professional investment services
- Property related roles, for example, trust accounting

**DO YOU...**

- > Apply logical thinking?
- > Visualise, articulate and design solutions to problems?
- > Formulate plans?
- > Make good decisions?

“"The most enjoyable thing about studying at CBS was the huge range of extracurricular opportunities. My involvement in these programs made me feel industry-ready and has been really helpful in securing employment.”

Lloyd Alderman

Accountant, KPMG

Bachelor of Commerce (Accounting and Business Law)
ADVERTISING

YOU ARE: CREATIVE

Advertising is where art, science and technology collide. It is a constant stream of storytelling and brand engagement, from social media to television and print. The magic is in how you engage your audience. The industry is fast-paced, exciting and highly innovative.

A typical advertising agency is made up of five primary disciplines: account management, planning, media, production and creative. The disciplines work together to deliver effective advertising communications across television, radio, magazines, newspapers, outdoor media and online.

CAREER SNAPSHOT

Account management
An account team involves coordinators, executives, managers and directors working closely with their clients to coordinate and develop advertising campaigns.

Strategic planning
Strategic planning is the thinker’s space. It involves dissecting marketing briefs, researching and gaining consumer insights, developing communications strategies and creative briefs. Roles range from junior planners to planning directors.

Media planning and buying
The discipline of media planning is exciting and fast-paced. It involves negotiating prices, organising advertising placements and purchasing media space in magazines, newspapers, digital media, television and radio.

Production
These are operational roles which manage the production of advertising material including print, digital, television and radio.

STUDY MAJORS AT CURTIN

Advertising
This major will give you an understanding of advertising business principles and processes. You’ll gain an insight into communication theory, brand management, advertising research and account planning, and media planning. With this knowledge, you will be able to engage in creative recommendations and judgement. Throughout the major, you will have the opportunity to work with real brands and real clients. We are the inaugural Premier Member of The Communications Council (TCC) Education Network. TCC is the leading national organisation for marketing communications companies.

STUDY OPTIONS

Single major: Advertising
Double majors: Advertising and Marketing; Public Relations
Interfaculty majors: Advertising and Creative Advertising and Graphic Design

DO YOU...

> Apply logical thinking
> Formulate plans
> Understand people and have an interest in consumer psychology
> Develop creative solutions
> Have an interest in the digital world

DO YOU...

“Advertising uses my strengths in different ways, such as building relationships with clients, and in planning and procedures. The knowledge that I received from Curtin University was beyond theory. I learnt how to be accountable, collaborative, innovative and have integrity. All these are now considered my strengths that I use on a day-to-day basis. Lecturers and tutors teach you more than just what is in the book, they teach you how to face the outside world.”

Mohnish Dodani
Advertising Operations Team Leader, REA Media
Bachelor of Commerce (Advertising and Marketing)

STUDY OPTIONS

Single major: Advertising
Double majors: Advertising and Marketing; Public Relations
Interfaculty majors: Advertising and Creative Advertising and Graphic Design

DO YOU...

> Apply logical thinking
> Formulate plans
> Understand people and have an interest in consumer psychology
> Develop creative solutions
> Have an interest in the digital world

DO YOU...

“Advertising uses my strengths in different ways, such as building relationships with clients, and in planning and procedures. The knowledge that I received from Curtin University was beyond theory. I learnt how to be accountable, collaborative, innovative and have integrity. All these are now considered my strengths that I use on a day-to-day basis. Lecturers and tutors teach you more than just what is in the book, they teach you how to face the outside world.”

Mohnish Dodani
Advertising Operations Team Leader, REA Media
Bachelor of Commerce (Advertising and Marketing)

COURSE FEATURES

Your study will involve hands-on experience with real clients and contact with advertising agencies. As a Curtin advertising graduate you are accredited by the International Advertising Association. The School of Marketing is also the Inaugural Premier Member of The Communication Council’s Education Network. Through this relationship, you have the opportunity to attend free on-campus workshops throughout your course.

EMLOYERS

Potential employers of CBS graduates
> Advertisers agencies
> Publishers
> Manufacturing companies requiring product/brand management
> Digital agencies
> Government and not-for-profit organisations
> Media agencies

YOU ARE: CREATIVE

STUDY OPTIONS

Single major: Advertising
Double majors: Advertising and Marketing; Public Relations
Interfaculty majors: Advertising and Creative Advertising and Graphic Design

DO YOU...

> Apply logical thinking
> Formulate plans
> Understand people and have an interest in consumer psychology
> Develop creative solutions
> Have an interest in the digital world

DO YOU...

“Advertising uses my strengths in different ways, such as building relationships with clients, and in planning and procedures. The knowledge that I received from Curtin University was beyond theory. I learnt how to be accountable, collaborative, innovative and have integrity. All these are now considered my strengths that I use on a day-to-day basis. Lecturers and tutors teach you more than just what is in the book, they teach you how to face the outside world.”

Mohnish Dodani
Advertising Operations Team Leader, REA Media
Bachelor of Commerce (Advertising and Marketing)

COURSE FEATURES

Your study will involve hands-on experience with real clients and contact with advertising agencies. As a Curtin advertising graduate you are accredited by the International Advertising Association. The School of Marketing is also the Inaugural Premier Member of The Communication Council’s Education Network. Through this relationship, you have the opportunity to attend free on-campus workshops throughout your course.

EMLOYERS

Potential employers of CBS graduates
> Advertisers agencies
> Publishers
> Manufacturing companies requiring product/brand management
> Digital agencies
> Government and not-for-profit organisations
> Media agencies

YOU ARE: CREATIVE

STUDY OPTIONS

Single major: Advertising
Double majors: Advertising and Marketing; Public Relations
Interfaculty majors: Advertising and Creative Advertising and Graphic Design

DO YOU...

> Apply logical thinking
> Formulate plans
> Understand people and have an interest in consumer psychology
> Develop creative solutions
> Have an interest in the digital world

DO YOU...

“Advertising uses my strengths in different ways, such as building relationships with clients, and in planning and procedures. The knowledge that I received from Curtin University was beyond theory. I learnt how to be accountable, collaborative, innovative and have integrity. All these are now considered my strengths that I use on a day-to-day basis. Lecturers and tutors teach you more than just what is in the book, they teach you how to face the outside world.”

Mohnish Dodani
Advertising Operations Team Leader, REA Media
Bachelor of Commerce (Advertising and Marketing)

COURSE FEATURES

Your study will involve hands-on experience with real clients and contact with advertising agencies. As a Curtin advertising graduate you are accredited by the International Advertising Association. The School of Marketing is also the Inaugural Premier Member of The Communication Council’s Education Network. Through this relationship, you have the opportunity to attend free on-campus workshops throughout your course.

EMLOYERS

Potential employers of CBS graduates
> Advertisers agencies
> Publishers
> Manufacturing companies requiring product/brand management
> Digital agencies
> Government and not-for-profit organisations
> Media agencies

YOU ARE: CREATIVE

STUDY OPTIONS

Single major: Advertising
Double majors: Advertising and Marketing; Public Relations
Interfaculty majors: Advertising and Creative Advertising and Graphic Design

DO YOU...

> Apply logical thinking
> Formulate plans
> Understand people and have an interest in consumer psychology
> Develop creative solutions
> Have an interest in the digital world

DO YOU...

“Advertising uses my strengths in different ways, such as building relationships with clients, and in planning and procedures. The knowledge that I received from Curtin University was beyond theory. I learnt how to be accountable, collaborative, innovative and have integrity. All these are now considered my strengths that I use on a day-to-day basis. Lecturers and tutors teach you more than just what is in the book, they teach you how to face the outside world.”

Mohnish Dodani
Advertising Operations Team Leader, REA Media
Bachelor of Commerce (Advertising and Marketing)

COURSE FEATURES

Your study will involve hands-on experience with real clients and contact with advertising agencies. As a Curtin advertising graduate you are accredited by the International Advertising Association. The School of Marketing is also the Inaugural Premier Member of The Communication Council’s Education Network. Through this relationship, you have the opportunity to attend free on-campus workshops throughout your course.

EMLOYERS

Potential employers of CBS graduates
> Advertisers agencies
> Publishers
> Manufacturing companies requiring product/brand management
> Digital agencies
> Government and not-for-profit organisations
> Media agencies

YOU ARE: CREATIVE

STUDY OPTIONS

Single major: Advertising
Double majors: Advertising and Marketing; Public Relations
Interfaculty majors: Advertising and Creative Advertising and Graphic Design

DO YOU...

> Apply logical thinking
> Formulate plans
> Understand people and have an interest in consumer psychology
> Develop creative solutions
> Have an interest in the digital world

DO YOU...

“Advertising uses my strengths in different ways, such as building relationships with clients, and in planning and procedures. The knowledge that I received from Curtin University was beyond theory. I learnt how to be accountable, collaborative, innovative and have integrity. All these are now considered my strengths that I use on a day-to-day basis. Lecturers and tutors teach you more than just what is in the book, they teach you how to face the outside world.”

Mohnish Dodani
Advertising Operations Team Leader, REA Media
Bachelor of Commerce (Advertising and Marketing)

COURSE FEATURES

Your study will involve hands-on experience with real clients and contact with advertising agencies. As a Curtin advertising graduate you are accredited by the International Advertising Association. The School of Marketing is also the Inaugural Premier Member of The Communication Council’s Education Network. Through this relationship, you have the opportunity to attend free on-campus workshops throughout your course.

EMLOYERS

Potential employers of CBS graduates
> Advertisers agencies
> Publishers
> Manufacturing companies requiring product/brand management
> Digital agencies
> Government and not-for-profit organisations
> Media agencies
The field of finance can take you anywhere in the world and to many careers. You can work in corporate finance for big business, for well-known financial institutions, or in financial markets in Australia and overseas.

Banking is integral to businesses, governments and the everyday lives of people. Bankers use analytical knowledge and skills to help customers find financial solutions. They may arrange finance for them at a personal level so they can start a new venture, or assist them with expanding an existing business.

Financial planners help people make smart decisions with their money. They take time to understand each client’s goals and objectives. They formulate a financial plan, monitor progress and help their clients maintain a budget. If you enjoy working with people and want to help others progress financially, this could be the industry for you.

**CAREER SNAPSHOTs**

**Corporate finance analyst**

Corpor ate finance analysts provide financial services and advice to commercial and government clients about various financial matters including fund and debt management, mergers, fluctuations, acquisitions and privatisation.

**Investment banker**

Investment or merchant bankers connect businesses with investors who are interested in giving capital in exchange for bonds or stock. They may also negotiate business deals, mergers and acquisitions.

**Bank manager**

Bank managers oversee the running of a bank branch, or a number of branches. They are responsible for signing up new customers, managing and developing staff, maintaining customer service levels, minimising complaints and increasing the bank’s profits.

**Financial planner**

Financial planners advise clients on wealth creation and investments, taxation planning, retirement, superannuation, and risk management and insurance. They help clients examine their existing financial situations with a view to meeting both immediate and long-term goals.

**STUDY OPTIONS**

- Single majors: Finance, Financial Planning
- Double majors: Finance and Accounting, Banking, Economics, Management, Marketing, Property, Financial Planning and Accounting
- Double degrees: Bachelor of Commerce (Finance) and Bachelor of Arts (selected majors); Bachelor of Engineering (selected majors); Bachelor of Science (Applied Geology)

**STUDY MAJORS AT CURTIN**

- Banking; Economics; Management; Finance and: Accounting
- Double majors: Finance; Financial Planning
- Double degrees: Bachelor of Commerce and: Bachelor of Science (selected minors); Bachelor of Engineering (selected majors); Bachelor of Science (Applied Geology)

**YOU ARE: ANALYTICAL**

- > Apply logical thinking?
- > Visualise, articulate and design solutions to problems?
- > Formulate plans?
- > Make good decisions?
- > Visualise, articulate and design solutions to problems?

**STUDY FEATURES**

In this major, you’ll learn financial planning processes and the skills and knowledge required in professional practice.

**STUDY MAJORS AT CURTIN**

- Banking; Economics; Management; Finance and: Accounting
- Double majors: Finance; Financial Planning
- Double degrees: Bachelor of Commerce and: Bachelor of Science (selected minors); Bachelor of Engineering (selected majors); Bachelor of Science (Applied Geology)

**DO YOU...**

- > Apply logical thinking?
- > Visualise, articulate and design solutions to problems?
- > Formulate plans?
- > Make good decisions?

**COURSES FEATURES**

As a Curtin finance graduate you may seek membership of professional bodies such as the Financial Services Institute of Australasia, the Economic Society of Australia and the Financial Planning Association of Australia. You are eligible for associate membership of the Financial Planning Association after work experience requirements are met.

The financial planning course is accredited by the Financial Planning Association of Australia as an approved undergraduate qualification that satisfies the education entry requirements for the Certified Financial Planner® (CFP®) certification, if you intend to become a CFP® practitioner.
Many businesses rely on information systems to obtain, process and output information. They need information technology (IT) professionals who can analyse and identify problems, and find system solutions.

An information systems specialist analyses and maps out an organisation’s business processes to work out how to optimise its operations. They design, test, deliver and implement IT systems, and provide staff with desktop or network support.

CAREER SNAPSHOTs

Systems analyst
Systems analysts work closely with project managers and software developers to develop information systems, assist with proposals and presentations, and work with customers to identify their needs.

Business analyst
Business analysts work with project managers and systems analysts to identify opportunities for improving business systems and processes, including how technology can help make the company more efficient and effective.

Information technology auditor
Information technology auditors are responsible for auditing a business’s technology systems, processes and security. They ensure the IT system is operating optimally, and meets defined standards and regulations.

Project manager
Project managers oversee all aspects of a project, including scope and budgeting, through to resourcing, development and implementation.

Change management analyst
Change management analysts identify opportunities for efficiency and use technology to help the business work more effectively. They also create change management plans, and ensure that changes are met with minimum resistance and maximum engagement.

Information technology manager
Information technology managers plan, direct and review the acquisition, development, maintenance, and use of computer and telecommunications systems within an organisation.

STUDY MAJORS AT CURTIN

Business Information Systems
This major caters for those who want to work on the business side of IT. You’ll learn how business information systems are selected, managed and applied to business problems, and gain an understanding of systems analysis and project management.

Business Information Technology
This major focuses on how information technology is used to collect, process and output information in organisations. It provides an in-depth knowledge of computer application and design, and systems implementation and management.

STUDY OPTIONS

Single majors: Business Information Systems; Business Information Technology

Double majors: Business Information Systems and Accounting; Business Information Technology, Logistics and Supply Chain Management

DO YOU...

- Apply logical thinking?
- Visualise, articulate and design solutions to problems?
- Formulate plans?
- Make good decisions?

Information technology is always changing and is a career pathway that leads to work in many different industries. I chose to study at Curtin Business School for a number of reasons. First and foremost, I was provided a great introduction to Curtin Business School as I worked through the Information Systems 100 unit as part of my year 12 studies. Curtin Business School also has a very good reputation so I knew having that Curtin stamp on my completed degree would be recognised worldwide.”

Abby Donaldson
Business Analyst, Fortescue Metals Group
Bachelor of Commerce (Information Systems and Information Technology)
Whether you are working as a small business operator, in a not-for-profit organisation, for small to medium sized enterprises or in a multinational corporation, you need to understand how the law affects your business.

In all businesses, people working in management or leadership roles need to understand how the law impacts areas of the business such as business structures, contracts, property, products, consumers, the employing people, dealing with regulatory authorities or taxation.

CAREER SNAPSHOTs

Law clerk

Law clerks work with solicitors, barristers or clerks of the court and perform a range of legal tasks, including probate (proving the validity of wills), conveyancing (dealings in land and property), criminal law, family law, company law and civil litigation.

Settlement agent

Settlement agents work for a lending institution or property agency and coordinate the closing process for purchasing a home or property.

Compliance officer

Compliance officers investigate and report on financial, operational and managerial processes, systems and outcomes to ensure that an organisation complies with legal requirements. They also assist in making risk assessments.

Contract manager/administrator/support

Contract managers oversee business contracts and forms and ensure that the wording is correct to protect their organisation from financial or legal risks.

They manage tenders and negotiate contracts. They ensure that the contract process is complied with and manage contract deliverables and payment claims.

Legal administrator

Legal administrators manage the business side of a law firm. Their role includes planning and controlling the firm’s finances and personnel administration.

Company secretary

Company secretaries make sure their company meets its compliance obligations under the relevant laws of government and regulatory authorities. This involves acting as an adviser to the company directors and liaising with auditors, lawyers and shareholders.

STUDY MAJORS AT CURTIN

Business Law

This major gives you a sound knowledge of the laws that govern and apply to businesses and commercial transactions. You’ll understand how the law impacts on all areas of business in a practical context, identify and manage appropriate legal risks that arise in business, and learn how to meet relevant legal requirements.

You’ll discover how the law is created, changed and applied to business and government, and appreciate ethical issues in business situations. While the business law major does not qualify you to practise as a lawyer, it does meet the increasing demand for graduates who have the legal knowledge and skills to work in corporate business or government, and it may be a useful stepping stone to further law studies. Units in the business law major cover the legal framework, as well as corporations, contracts, employment, consumer protection, property, intellectual property, torts and taxation.

STUDY OPTIONS

Single major: Business Law

Double major: Business Law and Accounting

Interfaculty major: Business Law and International Relations

DO YOU...

> Keep things simple?
> Adhere to schedules?
> Set goals?
> Prioritise and multitask?
> Solve problems in innovative ways?

“J’chose to study at Curtin because I’d heard its business school was the best in Western Australia and took a more practical approach to teaching than just black and white theory. There were a lot of opportunities for work experience during the semester breaks, as well as competitions to get involved with. This really helped me to further my learning and career opportunities. I also enjoyed hearing guest speakers talk about their industry experience and life after university.”

Kelsea Brennan
Financial Adviser, Professional Investment Services
Bachelor of Commerce (Business Law and Accounting)

EMPLOYERS

Potential employers of CBS graduates

> Government departments and the public sector
> Accounting firms
> Law firms (clerk or paralegal type roles)
> Resources sector, particularly in compliance or legal risk roles, contract administration, contract management, contract support, project controls, project administration, project management
> Human resources roles where knowledge of legal compliance and employment legislation is essential
> Media and marketing roles requiring knowledge of media law, intellectual property law, public relations law and consumer protection legislation are essential
> Property management or property related roles
ECONOMISTS

Economists view the world around them, analyse shifts in government policy, and monitor and assess industry and global trends. They are an integral part of public and private sector decision-making.

The focus of economic analysis is varied. It may cover individual consumers or firms, or it may look at regional, national or global issues.

CAREER SNAPSHOTs

Economist

Economists advise and provide forecasts to governments and businesses on issues including taxes, wages and prices, employment, unemployment, imports and exports, interest and exchange rates. They may investigate economic affairs on an international, national or regional scale, or by industries.

Operations analyst

Operations analysts identify any deficiencies in business models and operations through conducting research and internal audits, investigating workflows and procedures, performing statistical analyses and recommending changes.

Environmental economist

Environmental economists assess the environmental impact of projects and developments, and use this research to advise industry and government on environmental and natural resource management strategies, and policies.

Domestic/foreign policy adviser

Domestic policy advisers advise governments and organisations on shaping and implementing domestic policies. Foreign policy advisers provide advice on how a country can advance its interests internationally.

Econometrician

Econometricians use mathematical and statistical techniques to analyse economic and financial data. They also establish models to explain and forecast economic performance and movements in financial markets.

Accurate models and forecasts are crucial for decision makers in both private and public sectors.

Economic consultant

Economic consultants conduct research, survey business conditions, analyse policy and data, and offer expert advice to a range of clients, including private corporations, law firms and government agencies, to help them make decisions.

STUDY MAJORS AT CURTIN

Economics

This major has been designed to give you an understanding of how choices made by government, producers and consumers can impact on economic growth, unemployment, inflation, poverty and wealth. You can develop valuable analytical skills and can choose to expand your study into areas such as international economics, public finance, labour economics and environmental economics.

COURSE FEATURES

You’ll use real-world cases and data to apply your learning and problem solving skills. Curtin’s economics graduates are eligible for membership of the Economic Society of Australia (WA branch).

STUDY OPTIONS

Single major: Economics

Double majors: Economics and: Finance; Management; Marketing

Interfaculty major: Economics and International Relations

Double degrees: Bachelor of Commerce (Economics) and: Bachelor of Arts (selected majors); Bachelor of Engineering (selected majors); Bachelor of Laws

DO YOU...

> Apply logical thinking?
> Visualise, articulate and design solutions to problems?
> Formulate plans?
> Make good decisions?

Potential employers of CBS graduates

> Investment banks
> Insurance companies
> Government departments
> Accounting firms
> Resources sector

“I chose Curtin Business School because it came with the reputation of providing an insightful and comprehensive learning experience, not to mention that its graduates are held in high regard among the corporate community.

Choosing to major in Economics was an easy choice given my passion and the fact that it’s a discipline that covers a broad range of intriguing aspects which are highly applicable. I added Marketing as my second major as I thought that it would be a good way to stimulate my creative side.”

Chad Murphy
Accountant,
Oil & Gas Solutions Pty Ltd
Bachelor of Commerce (Economics and Marketing) and Economics Honours
Entrepreneurs can be found in many types of workplace. What they all have in common is ambition, an ability to think outside the square and the love of a personal challenge. Does this sound like you? If you want to pave your own way and bring your ideas to life rather than work for someone, you could be an entrepreneur in the making. According to the Australian Bureau of Statistics, around one-third of Western Australia’s small businesses operate as sole traders. Every year, around 30,000 new businesses are registered.

BUSINESS VENTURES
There are many challenges ahead if you decide you want to be your own boss. One of the major decisions involves the type of business you want to have. Will you sell products or services? Will you wholesale or retail?

Here’s some food for thought:
Start your own business or buy a business?
You don’t have to start from scratch – you can put your mind to work on an existing business. This can have plenty of advantages over a new business because it comes with a customer base, products and existing sales channels.

Independent or franchise?
Buying an independent business gives you the freedom to do what you want with it, but the downside is that you’re also responsible for anything that goes wrong. If you buy into a franchise, you can get an established company with plans, guidelines, training and support, but you’re not responsible for making all the key decisions. Your choice depends on how safe you want to play it.

Online or physical business?
Will your business ideas work better using the internet, or do you need a physical shopfront to sell your product or service? Start-up costs are much lower if you trade online, but that doesn’t guarantee success.

STUDY OPTIONS
Single major: Entrepreneurship
Double majors: Entrepreneurship and Accounting, Marketing

DO YOU...
> Have a lot of ideas?
> Believe in the power of imagination?
> Enjoy new experiences?
> Take risks?
> Strive to be original?

STUDY MAJORS AT CURTIN
Entrepreneurship
This major is designed for enterprising people who want to start their own business, or work as internal corporate entrepreneurs. You’ll gain skills in problem solving, planning, organising and managing innovation. You’ll study the foundations of business and take a number of units that develop your skills, knowledge and expertise in developing, running and growing an entrepreneurial venture.

COURSE FEATURES
Our staff have strong industry links, sit on boards for two small business centres in Perth, and are active researchers in the entrepreneurship and small business fields. The course lets you interact with real entrepreneurs and gain industry experience. In addition, Curtin is the only Western Australian university with a dedicated centre for entrepreneurship. Graduates may seek membership of the Australian Institute of Management.

SUCCESSFUL ENTREPRENEURS
> Mark Zuckerberg: Co-founder, Facebook
> Richard Branson: Founder, Virgin Group
> Mick Malone: Managing Director, iinet
> Larry Page: Co-founder, Google

YOU ARE: CREATIVE
ENTREPRENEURSHIP
business.curtin.edu.au/management

“I chose Entrepreneurship because I’ve always wanted to start my own business and the units offered in this course seemed really interesting. I added Accounting as my second major as I believe it’s important knowledge for a business owner to have. During my time at Curtin, we were encouraged to interact with real business owners and use the knowledge we’d gained from our studies to help them.”

Anika Gunawardene
Bachelor of Commerce (Accounting and Entrepreneurship)
An event management qualification can create opportunities for you to work in a range of capacities at the core of business, leisure, sporting and cultural activities in many countries and destinations.

You will have the opportunity to gain practical experience through field trips, assessments and industry speakers, as well as learn a broad range of business management skills that you can apply to other industries. You will gain transferable skills in critical thinking, research, academic writing, communication, teamwork and ethical reasoning.

CAREER SNAPSHOTs

Events manager/event executive/event director
These positions organise large or significant events such as international sporting events, music events or state events.

Event coordinator
Event coordinators are employed for events relating to business, sports, promoting social campaigns, community development or managing buildings such as civic centres.

Event/exhibition organiser
This role stages exhibitions, locates the exhibitors and markets the exhibition to attract visitors to the event and the venue.

Functions manager/meetings planner
These roles oversee all aspects of setting up and staging corporate functions such as meetings and conventions, or events such as weddings. They are often employed by venues such as hotels, convention centres, sporting venues or cultural venues such as museums.

Event destination manager
An event destination manager may work with government or private organisations to bid for events, develop feasibility studies, research and brand destinations as places to host events such as corporate events, conferences, trade events or sporting events.

STUDY MAJORS AT CURTIN

Event Management
This major provides you with the knowledge and skills needed to succeed when managing events in Australia and overseas. You will study: sustainable management of events, the impact of events on the local and global economy, the critical aspects of event planning and management, and the role of risk management in event management.

You can enhance your studies with a secondary major in public relations, or choose from a range of elective units to support your career goals.

DO YOU...

> Keep things simple?
> Adhere to schedules?
> Set goals?
> Prioritise and multitask?
> Solve problems in innovative ways?

EMPLOYERS

Potential employers of CBS graduates
> Conference, exhibition, sporting, attractions and arts venues
> Hotels and resorts
> Private and public companies with in-house event teams
> Public relations consultancies
> Government and not-for-profit sectors

STUDY OPTIONS

Single major: Event Management
Double major: Event Management and Public Relations

FUNCTIONS MANAGER/METTINGS PLANNER

COURSE FEATURES

An event management qualification can create opportunities for you to work in a range of capacities at the core of business, leisure, sporting and cultural activities in many countries. You will have the opportunity to gain practical experience through field trips, assessments and industry speakers, as well as learn a broad range of business management skills that you can apply to other industries. You will gain transferable skills in critical thinking, research, academic writing, communication, teamwork and ethical reasoning.

CAREER SNAPSHOTs

Events manager/event executive/event director
These positions organise large or significant events such as international sporting events, music events or state events.

Event coordinator
Event coordinators are employed for events relating to business, sports, promoting social campaigns, community development or managing buildings such as civic centres.

Event/exhibition organiser
This role stages exhibitions, locates the exhibitors and markets the exhibition to attract visitors to the event and the venue.

Functions manager/meetings planner
These roles oversee all aspects of setting up and staging corporate functions such as meetings and conventions, or events such as weddings. They are often employed by venues such as hotels, convention centres, sporting venues or cultural venues such as museums.

Event destination manager
An event destination manager may work with government or private organisations to bid for events, develop feasibility studies, research and brand destinations as places to host events such as corporate events, conferences, trade events or sporting events.
Industrial relations (IR) is a field within human resource management (HR) that deals with the relationship between employees and employers. IR involves managing training and development, remuneration and benefits, staff conduct and conduct, systems and process, maintaining employee records, coordinating staff training and development, and advising employees on a range of work-related matters.

In addition to recruitment activities, HR involves managing training and workforce development, remuneration and benefits, staff conduct and development, systems and process, maintaining employee records, coordinating staff training and development, and advising employees on a range of work-related matters.

Industrial relations (IR) is a field within HR that deals with the relationship between employers and employees. IR staff work to make sure the business complies with industrial relations laws.
Multinational businesses need talented individuals to manage their interests overseas. To be successful in international transactions and operations, businesses and governments need people who are culturally sensitive. You must have an appreciation of and respect for a country’s culture and business practices, as well as extensive business knowledge.

INTERNATIONAL BUSINESS

You are: A NETWORKER

business.curtin.edu.au/management

CAREER SNAPSHOTs

Customs broker
Customs brokers work with a country’s customs and border protection service, and provide professional assistance and advice to importers and exporters on customs, tariffs, quarantine, and import and export matters.

Import/export manager
Importers and exporters buy and sell goods produced in their country for export to overseas markets, or buy products made overseas to import into their country. They supervise the receipts, recording and progress of import and export orders.

Foreign affairs and trade officer
Foreign affairs and trade officers provide policy advice to government representatives on areas of foreign affairs and trade, treaties and international law.

International trade specialist
International trade specialists promote business development and alliances in foreign countries. They provide information to business clients about available international commercial and expansion opportunities.

International business development manager
International business development managers identify international strategic business opportunities to generate revenue for their organisation.

STUDY MAjORS AT CURTIN INTERNATIONAL BUSINESS

In this major you’ll learn to analyse international markets and develop the personal attributes required to successfully engage in international business. Units have an international focus and are drawn from a wide range of business disciplines, including international accounting, economics, finance, human resources, law, management and marketing. The major provides flexibility for you to combine business studies with language and cultural studies.

STUDY OPTIONS

Single major: International Business
Double degree: Bachelor of Commerce (International Business) and Bachelor of Arts (selected majors)

“I decided to study International Business because I wanted to gain the knowledge and skills needed in the international business arena. I matched it with Information Systems because I think it’s essential to have a solid understanding of the internet and its uses in the global business world. My degree allowed me to meet people from different cultures and backgrounds, opened my mind and gave me a ticket to pursue my dreams.”

Mohamed Shareef
Senior Consultant, Air Consulting Australia Pty Ltd
Bachelor of Commerce (International Business and Information Systems)

Potential employers of CBS graduates
- Government departments
- Import and export companies
- International banking firms
- International organisations
- Consulting firms
Lawyers can work for small or large legal firms, government departments, large corporate entities such as banks or insurance companies, or they may be self-employed. They often specialise in a certain area, such as commercial, criminal or family law.

Some of the tasks lawyers typically perform include providing legal advice, drafting legal documents, mediation and negotiation, representing clients at court and tribunal hearings, as well as research.

CAREER SNAPSHOTs

Criminal law
A criminal lawyer represents people who are accused of committing a crime. They put together a case and then appear in court either to defend or prosecute the accused. Criminal lawyers can deal with cases from parking disputes to murder.

Family law
A family lawyer helps families with problems such as divorce, child custody, child support, adoption, marital assets, domestic violence, restraining orders and other legal issues. They usually work in private law firms.

Employment law
An employment lawyer makes sure workers and their employers are treated fairly. They may work for a firm representing employers, or for one working in the interests of employees, like a trade union. Typical issues include pensions, sexual discrimination, maternity leave, redundancy and unfair dismissals.

Mining law
The mining industry is regulated and lawyers in this field need to understand development law, environmental law, native title, and a range of industry specific statutes and regulatory regimes. They may work in-house for large mining companies or be employed by commercial law firms.

Media law
A media lawyer covers legal issues that relate to the media including television, music, sport, cinema, advertising, the internet, theatre and film. They may be employed in-house at a media company or work for a law firm.

Banking and finance
A banking and finance lawyer gives advice and arranges loans to buy other companies or to finance new business ventures. This work may be international in nature and requires an understanding of global markets, banking and legal systems.

In-house counsel
Lawyers may work within a corporation as in-house counsel. These lawyers may not appear in a court room, but will be heavily involved in drafting contracts and agreements, and advising on regulatory compliance.

Human rights
Human rights lawyers provide legal protection for people who feel that their civil and human rights have been abused. They may specialise in areas such as immigration, mental health, environmental law, public law, discrimination, war crimes and criminal justice. If they specialise in immigration, they work to help people to obtain permission to live and work in another country, and may assist people seeking asylum or facing deportation.

STUDY MAJORS AT CURTIN

Law
The Curtin Bachelor of Laws (LLB) will give you a professional legal qualification allowing you to practise as a lawyer, including the giving of legal advice and appearing in court. It will also give you a strong commercial awareness and the opportunity to specialise in the industry. You can choose to specialise in mining, resources and energy law, or government and regulatory compliance.

STUDY OPTIONS

DO YOU...

> Keep things simple?
> Adhere to schedules?
> Set goals?
> Prioritise and multitask?
> Solve problems in innovative ways?

Single degree: Bachelor of Laws
Double degrees: Bachelor of Laws and Bachelor of Arts (International Relations; Journalism); Bachelor of Commerce (Accounting; Economics; Human Resource Management; Marketing; Finance; Taxation)

COURSE FEATURES

The Curtin LLB is equivalent in weight to a four-year, full-time undergraduate degree. However, the second and third years of the course are taught in trimesters rather than semesters, which means that you could take a full load in each trimester and complete the degree in only three calendar years. If you wish to take a longer time to complete the course, you may choose to enrol in less than four units each trimester.
Have you ever wondered how companies transport their products to other places? Getting from raw material to customer doesn’t happen by accident. Logistics and supply chain professionals are working behind the scenes to ensure a smooth and constant workflow.

Logistic and supply chain professionals manage the supply of goods and services from the point of origin (supplier) to its final destination (customer) in the fastest, safest and most cost effective way possible.

**CAREER SNAPSHOTs**

**Inventory and supply officer**

Inventory and supply officers receive and dispatch goods, manage stock levels and record stock movement.

**Logistics coordinator**

Logistics coordinators record and manage the flow of work and materials between departments, check orders for goods, and prepare production schedules.

**Operations manager**

Operations managers run the daily operations of a business. They find ways to make the company more productive through managing and refining business operations related to supply chain management.

**Procurement officer**

Procurement officers source vendors to obtain quotes and negotiate the price, quality and delivery of goods and services.

**Supply chain analyst**

Supply chain analysts gather data, analyse performance, identify problems and write recommendations to optimise supply chain processes. They require a high level of analytical skills.

**Transport administrator**

Transport administrators plan, organise and control the operational activities of road, rail, air and sea transport.

**STUDY MAJORS AT CURTIN**

**Logistics and Supply Chain Management**

Throughout the major you'll cover the foundations and techniques of management, law, supply chain management, purchasing and procurement. A range of issues applicable to strategic procurement, such as competitive conduct, strategy, logistics and management will be examined.

You'll also study topics in operations management and project management. Studying this major prepares you for employment in transport, purchasing, distribution, manufacturing and retail.

**STUDY OPTIONS**

Single major: Logistics and Supply Chain Management

Double major: Logistics and Supply Chain Management and Business Information Systems

**DO YOU...**

- Wonder how companies source, buy and transport goods?
- Have good attention to detail?
- Enjoy getting away from your desk?

**EMPLOYERS**

Potential employers of CBS graduates

- Third party logistics
- Mining companies
- Oil and gas exploration
- Manufacturing companies
- Operations
- Materials management
- Planning departments

**STUDY OPTIONS**

- Single major: Logistics and Supply Chain Management
- Double major: Logistics and Supply Chain Management and Business Information Systems

**COURSE FEATURES**

Curtin graduates from this major meet the education requirement for membership of the Chartered Institute of Purchasing and Supply Australia. Curtin is the only university in Western Australia to offer a formal degree qualification in logistics and supply chain management.

---

"The thing I appreciated most about studying at CBS was the commitment of the lecturers and tutors. They gave you every opportunity to extend yourself and learn more. One of my lecturers even referred me for a position at Goldstar Transport, so I went to the interview and was offered a position at the company! I was also lucky enough to represent Curtin on the Chartered Institute of Purchasing and Supply Australia committee."

Tracy Fleming

Office Assistant, Goldstar Transport

Bachelor of Commerce (Logistics and Supply Chain Management)
Management knowledge and skills are valued and needed in small-to-medium enterprises, not-for-profit organisations, large corporations and government, both locally and globally.

Management is about taking a leading role: supervising and mentoring staff, balancing budgets, and ensuring tasks and projects are completed successfully, together with recognising issues such as values, ethics and sustainability. It means taking responsibility, being entrepreneurial and getting things done, and making the most of your staff and resources.

CAREER SNAPSHOTs

Business manager
Business managers undertake a range of functions to keep the administration of an organisation running smoothly. They may be responsible for human resources, budgets, transport, accommodation, risk, facilities and records.

Team leader
Team leaders manage daily planning and operations to enable their team to meet work targets.

Retail manager
Retail managers plan and coordinate the operations of retail outlets and online stores. This includes managing staff, responding to customer complaints, controlling the level, price and presentation of stock, monitoring finances, running promotions and meeting sales targets.

Service delivery manager
Service delivery managers supervise a service delivery team. They train and motivate staff, develop processes and service quality, and find ways for improvement in service delivery.

Management consultant
Management consultants study an organisation’s procedures and systems to assess how staff, suppliers and the organisation can be improved.

STUDY MAJORS AT CURTIN

Management
This major focuses on the key challenges facing managers today and in the future. You can learn skills in problem solving, decision-making, critical thinking, communicating with people and managing a budget. You’ll also learn how organisations work, how to make plans, how to manage change, how to consider ethics and sustainability, and how to be an innovative leader.

EMPLOYERS

Potential employers of CBS graduates
- Government departments and public sector
- Consulting firms
- Industrial and commercial organisations
- Finance sector
- Training and development companies

DO YOU...

- Keep things simple?
- Adhere to schedules?
- Set goals?
- Prioritise and multitask?
- Solve problems in innovative ways?

STUDY OPTIONS

Single major: Management

Double majors: Management and Economics; Finance; Human Resource Management; Marketing; Public Relations

Double degree: Bachelor of Commerce (Management) and Bachelor of Engineering (selected majors)

Single major: Management

Double majors: Management and Economics; Finance; Human Resource Management; Marketing; Public Relations

Double degree: Bachelor of Commerce (Management) and Bachelor of Engineering (selected majors)

“Like most high school graduates, I wasn’t sure what direction to take once I’d left school so I decided to pursue a path that would help me earn money straight away. It turned out to be a rewarding decision. CBS’s commerce degree is great because it gives you a robust background in business and ensures you have a sound knowledge of what it takes to survive and operate in the business world.”

Sinead Weir
Business Analyst, Deloitte
Bachelor of Commerce (Management and Human Resource Management)
MARKETING
business.curtin.edu.au/marketing

“Have you ever wondered what makes customers choose certain brands over others? Marketing is one of the most important functions in a successful business. Firms use marketing to differentiate their products and services in the marketplace, effectively communicate with their intended audience, and develop strategies to maximise consumer value, sales and profits. Marketers blend advertising, promotions, digital and social media marketing, public relations, retailing and sales strategies to promote an organisation’s brand, products and services.”

CAREER SNAPSHOTs

Marketing assistant
Marketing assistant positions are a common starting point for marketing graduates. They undertake activities to promote a company’s products or services.

Product manager
Product managers coordinate market research, product development and production, packaging, pricing and distribution, and organise promotion, advertising and sales.

Market research analyst
Market research analysts collect and analyse information to help marketers understand their customers better. They design questionnaires and select sample groups to survey, conduct focus groups, analyse and interpret results, report on research findings and make recommendations.

Fundraising coordinator
Fundraising coordinators organise fundraising events, seek major sponsors, run publicity campaigns and write grant submissions.

Digital marketing specialist
Digital marketing specialists enable a business to grow, compete and succeed in the digital arena. They are responsible for helping develop the digital communication strategy, search engine optimisation, email marketing, social media and networking.

Marketing communications manager
Marketing communications managers work closely with marketing, advertising, sales and public relations staff to execute strategies that generate awareness of a company’s brand.

STUDY MAJORS AT CURTIN

Marketing
This major gives you the chance to explore a wide area of marketing, including international and internet marketing, pricing, promotion and distribution strategies. You’ll also analyse the behaviour of competitors and customers to discover how marketing can be used to predict customer demand for products, services or ideas.

COURSE FEATURES
Your study will involve interaction with industry, as the marketing teaching team has strong industry connections. Units often feature real life clients, students develop strategies to solve real business problems and present their ideas directly to management representatives. Curtin’s School of Marketing works closely with a range of professional bodies including the Australian Marketing Institute to ensure our curriculum is up-to-date and meeting the needs of industry. We are the inaugural Premier Member of The Communications Council (TCC) Education Network. TCC is the leading national organisation for marketing communications companies.

STUDY OPTIONS

Single major: Marketing


Double degree: Bachelor of Commerce (Marketing) and Bachelor of Arts (selected majors)

STUDY OPTIONS

Single major: Marketing


Double degree: Bachelor of Commerce (Marketing) and Bachelor of Arts (selected majors)

DEVELOPMENT AS A MARKETING COMMUNICATIONS SPECIALIST

Career Snapshot:
Marketing assistant

Marketing assistant positions are a common starting point for marketing graduates. They undertake activities to promote a company’s products or services.

Interview with Rebecca Nadilo, Director of Digital Strategy, BBDO, New York.

“Have you ever wondered what makes customers choose certain brands over others? Marketing is one of the most important functions in a successful business. Firms use marketing to differentiate their products and services in the marketplace, effectively communicate with their intended audience, and develop strategies to maximise consumer value, sales and profits. Marketers blend advertising, promotions, digital and social media marketing, public relations, retailing and sales strategies to promote an organisation’s brand, products and services.”

Rebecca Nadilo, Director of Digital Strategy, BBDO, New York.

“I would advise anyone doing this course to network and do as much work experience as you can so that, once you finish your degree, you have people who will help you get the job you want.”

Rebecca Nadilo, Director of Digital Strategy, BBDO, New York.

“Have you ever wondered what makes customers choose certain brands over others? Marketing is one of the most important functions in a successful business. Firms use marketing to differentiate their products and services in the marketplace, effectively communicate with their intended audience, and develop strategies to maximise consumer value, sales and profits. Marketers blend advertising, promotions, digital and social media marketing, public relations, retailing and sales strategies to promote an organisation’s brand, products and services.”

Rebecca Nadilo, Director of Digital Strategy, BBDO, New York.

CAREER SNAPSHOTs

Marketing assistant
Marketing assistant positions are a common starting point for marketing graduates. They undertake activities to promote a company’s products or services.

Product manager
Product managers coordinate market research, product development and production, packaging, pricing and distribution, and organise promotion, advertising and sales.

Market research analyst
Market research analysts collect and analyse information to help marketers understand their customers better. They design questionnaires and select sample groups to survey, conduct focus groups, analyse and interpret results, report on research findings and make recommendations.

Fundraising coordinator
Fundraising coordinators organise fundraising events, seek major sponsors, run publicity campaigns and write grant submissions.

Digital marketing specialist
Digital marketing specialists enable a business to grow, compete and succeed in the digital arena. They are responsible for helping develop the digital communication strategy, search engine optimisation, email marketing, social media and networking.

Marketing communications manager
Marketing communications managers work closely with marketing, advertising, sales and public relations staff to execute strategies that generate awareness of a company’s brand.

STUDY MAJORS AT CURTIN

Marketing
This major gives you the chance to explore a wide area of marketing, including international and internet marketing, pricing, promotion and distribution strategies. You’ll also analyse the behaviour of competitors and customers to discover how marketing can be used to predict customer demand for products, services or ideas.

COURSE FEATURES
Your study will involve interaction with industry, as the marketing teaching team has strong industry connections. Units often feature real life clients, students develop strategies to solve real business problems and present their ideas directly to management representatives. Curtin’s School of Marketing works closely with a range of professional bodies including the Australian Marketing Institute to ensure our curriculum is up-to-date and meeting the needs of industry. We are the inaugural Premier Member of The Communications Council (TCC) Education Network. TCC is the leading national organisation for marketing communications companies.

STUDY OPTIONS

Single major: Marketing


Double degree: Bachelor of Commerce (Marketing) and Bachelor of Arts (selected majors)
YOU ARE: A NETWORKER

business.curtin.edu.au/courses/economics_finance

PROPERTY STUDIES

The property development and valuation major can help you build a successful career in property. It combines diverse subjects such as economics, finance, law, construction, architecture and investment analysis, with valuation theory and practice, within an industry-focused teaching structure.

You will be engaged by experienced industry professionals and distinguished researchers, providing the knowledge you need to succeed in property development, finance, investment, sales and leasing, and other property-related fields.

With Western Australia’s ongoing urban development, it is an exciting time for those in the property industry. This major provides you with the educational qualification necessary to obtain Certified Practising Valuer status with the Australian Property Institute, which can open up a career in valuation. The major is accredited by the Royal Institution of Chartered Surveyors, which is recognised internationally and adds significant value to your qualification.

COMMERCIAL SALESMANSHIP

We are looking for the next generation of property professionals who are driven to succeed. If you have a passion for real estate and enjoy working with people, we want to hear from you.

STUDY MAJORS AT CURTIN

Property Development and Valuation

Completing this industry-engaged major can give you the necessary educational requirements to qualify for Australian Property Institute (API) membership at the Certified Practising Valuer level after an approved period of further industry training. In your final year you’ll be assigned a fully API-qualified mentor to guide you through a 120-hour practical placement where you can obtain hands-on industry experience. This course is also accredited by the Royal Institution of Chartered Surveyors, meaning your qualification is recognised internationally.

Property and Finance double major

In this double major you cover disciplines such as economics, finance, law, construction, architecture and investment analysis within an industry-focused teaching structure. Combining property with finance expands your career options in both of these exciting fields. Graduates are eligible for membership of the API. This course is accredited by the Royal Institution of Chartered Surveyors.

STUDY OPTIONS

Single major: Property Development and Valuation

Double majors: Property and Finance; Marketing

Property Investment and Finance

Property investment and finance experts work within banks and other financial institutions to develop investment and lending strategies that can be worth hundreds of millions of dollars. Opportunities exist within financial institutions and property companies.

Real estate analyst

Real estate analysts provide detailed information to other industry professionals by analysing current market data and trends. You may enjoy this career if you have exceptional analytical skills.

COMMERCIAL SALESMANSHIP

We are looking for the next generation of property professionals who are driven to succeed. If you have a passion for real estate and enjoy working with people, we want to hear from you.

STUDY MAJORS AT CURTIN

Property Development and Valuation

Completing this industry-engaged major can give you the necessary educational requirements to qualify for Australian Property Institute (API) membership at the Certified Practising Valuer level after an approved period of further industry training. In your final year you’ll be assigned a fully API-qualified mentor to guide you through a 120-hour practical placement where you can obtain hands-on industry experience. This course is also accredited by the Royal Institution of Chartered Surveyors, meaning your qualification is recognised internationally.

Property and Finance double major

In this double major you cover disciplines such as economics, finance, law, construction, architecture and investment analysis within an industry-focused teaching structure. Combining property with finance expands your career options in both of these exciting fields. Graduates are eligible for membership of the API. This course is accredited by the Royal Institution of Chartered Surveyors.

STUDY OPTIONS

Single major: Property Development and Valuation

Double majors: Property and Finance; Marketing

Property Investment and Finance

Property investment and finance experts work within banks and other financial institutions to develop investment and lending strategies that can be worth hundreds of millions of dollars. Opportunities exist within financial institutions and property companies.

Real estate analyst

Real estate analysts provide detailed information to other industry professionals by analysing current market data and trends. You may enjoy this career if you have exceptional analytical skills.
Public Relations (PR) is about managing communications, reputation and relationships for organisations. It involves attracting and retaining the support of customers, employees, investors, communities and other stakeholders critical to an organisation’s success.

PR professionals work in a wide variety of organisations and industries. They may provide advice to management and decision-makers at the highest level, and work closely with the media.

CAREER SNAPSHOTs

Public relations coordinator
Public relations coordinators create, develop, implement and evaluate communication strategies for their organisation. Their role involves a considerable amount of writing and editing across all media, printed and electronic, including social media. Managing events is often a key responsibility.

Communications strategist
Communications strategists implement and evaluate communications programs for organisations. Knowledge of social media, mainstream media, current affairs and business is essential.

Social media manager
Social media managers plan and coordinate social media campaigns for their organisations across various social media platforms.

Internal communications coordinator
Internal communications coordinators share important information about events happening inside and outside of the organisation.

Public relations consultant
Public relations consultants work on projects to improve media relations, social media campaigns and marketing communications, public information campaigns, and issues and crisis management.

Publicist
Publicists generate publicity opportunities, and ensure that their clients receive positive coverage in social and mainstream media. Publicists work for clients using social media, as well as arranging interviews, pitching stories to journalists and drafting media releases.

Community relations specialist
Community relations specialists establish and foster relationships with community contacts or groups to increase awareness, support and collaborative opportunities for their organisation.

Public affairs consultant
Public affairs consultants, or ‘lobbyists’, use their understanding of the political system and current affairs to advise clients on politics and public policy matters.

YOU ARE: A NETWORKER

Public Relations
business.curtin.edu.au/marketing

STUDY OPTIONS

Single major: Public Relations
Double majors: Public Relations and Advertising, Event Management, Management, Marketing, Tourism and Hospitality
Interfaculty double major: Public Relations and Journalism
Double degree: Bachelor of Commerce (Public relations) and: Bachelor of Arts (selected majors)

EMPLOYERS

Potential employers of CBS graduates
> Public relations agencies
> Corporate affairs in government
> Public and private sectors
> Event management companies
> Crisis management companies

DO YOU...
> Recognise where and when to help people?
> Support, encourage and help others?
> Always follow up?

“Upon leaving high school, my heart was set on public relations and although this course could be completed through a Bachelor of Arts – Mass Communications, I knew the business units undertaken as part of the Bachelor of Commerce would complement my career in public relations. Halfway through my university studies, I began working full-time so I really benefited from the choice of on-campus seminar, tutorial and lecture times that Curtin Business School offers, which gave me the flexibility I needed to juggle work, studies and a basic life.”

Lannie Le
Senior Consultant, Corporate and Consumer, Professional Public Relations
Bachelor of Commerce (Public Relations and Management)

STUDY MAJORS AT CURTIN

Public Relations
The Public Relations major will teach you how to plan and develop effective communication strategies, and how to put those plans into action and measure their effectiveness. It will also prepare you for managing relationships and engaging with stakeholders, as well as primary decision-makers.

COURSE FEATURES

You’ll gain hands-on experience by developing strategies for real organisations, as well as undertaking a professional internship in your final year. Curtin’s PR major is accredited by the Public Relations Institute of Australia.

“Upon leaving high school, my heart was set on public relations and although this course could be completed through a Bachelor of Arts – Mass Communications, I knew the business units undertaken as part of the Bachelor of Commerce would complement my career in public relations. Halfway through my university studies, I began working full-time so I really benefited from the choice of on-campus seminar, tutorial and lecture times that Curtin Business School offers, which gave me the flexibility I needed to juggle work, studies and a basic life.”

Lannie Le
Senior Consultant, Corporate and Consumer, Professional Public Relations
Bachelor of Commerce (Public Relations and Management)
Tourism and hospitality are rapidly growing industries and may offer a variety of career paths. Careers may be in areas such as tourism development, organising events and festivals, and hotel resort management.

Employers in this field need people who are interested in travel, and who enjoy meeting new people and providing them with exceptional experiences. The tourism and hospitality industries are where pressure can lead to a great sense of achievement. With diverse career paths and possibilities for travel, or living and working interstate or overseas, exciting times could be ahead.

CAREER SNAPSHOTs

Tourist information officer
Tourist information officers provide tourists with suggestions for tours, travel routes, accommodation and local attractions. They also assist with research into tourism opportunities for local communities.

Corporate travel consultant
Corporate travel consultants manage the business travel arrangements for companies. They consult with corporate clients on travel requirements and budgets, and work with management to develop travel policies for their staff.

Tourism manager
Tourism managers may run a tourism information centre, and manage staff, office systems and service provision. They promote tourism in their region through marketing strategies and advertising campaigns.

Restaurant and catering manager
Restaurant and catering managers oversee the operations of eating establishments to make sure customers are satisfied with the quality of food and the service.

Resort manager
Resort managers are multi-skilled professionals who supervise and oversee the operations of resort destinations.

STUDY MAJORS AT CURTIN

Tourism and Hospitality
This major provides you with the knowledge and skills to become an effective manager in the tourism and hospitality sectors in Australia and overseas. Study includes examining contemporary issues in international tourism, sustainability of the tourism and hospitality sectors, the impacts of tourism and events on the local and global economy, destination management, critical aspects of hospitality management, and the role of marketing in tourism and hospitality.

STUDY OPTIONS

Single major: Tourism and Hospitality
Double majors: Tourism and Hospitality and Marketing, Public Relations
Double degree: Bachelor of Commerce (Tourism and Hospitality) and Bachelor of Arts (selected majors)

“Curtin gave me the flexibility to focus on areas I wanted to study. My course gave me a great understanding of the travel industry and some great insights into the mind of the travel consumer. Having lecturers who had worked in the industry gave me excellent networking opportunities and I was lucky enough to get a job with Tourism WA after I graduated.”

Graham Hills
General Manager, Wego Australia
Bachelor of Commerce (Tourism Management)
CONNECTING YOU WITH INDUSTRY AND ENHANCING YOUR STUDENT EXPERIENCE
Putting your skills and knowledge into practice is important. CBS Industry Connect provides you with opportunities to engage and learn beyond the classroom, and links you to real businesses. As a CBS student you will have opportunities to connect with successful business and community leaders, helping you gain a competitive edge, and providing you with an opportunity to increase your professional prospects.

CBS Industry Connect allows you to connect with industry through:
- real-life scenarios and practical assignments
- guest lectures from industry specialists
- professional training from industry experts
- networking events
- vacation and graduate programs
- internships
- employment opportunities.

CBS aims to provide you with maximum industry engagement, and introduces you to a variety of Western Australian employers, both in and out of the classroom. You will apply the practical skills and knowledge you gain from opportunities offered through CBS Industry Connect to the real world, preparing you for excellence in key business professions and sectors.

LEARNING AND ENGAGEMENT SERVICES
A number of new spaces support CBS Industry Connect to deliver professional training and engagement with industry, and to develop a vibrant CBS community. These include the following:

The CBS Trading Room: Currently the only one of its kind at a Western Australian university, where you can experience first-hand how to trade on the stock exchange.
Future Technologies Lab: An exciting and stimulating environment where you can learn about business information systems and technology, and their importance within organisations.
An industry training room: Featuring technology to assist with the delivery of dynamic presentations and training.
An executive boardroom: For use by student committees, as well as for small group training and simulated job interviews. The room features an LCD screen for presentations, and can record and replay interviews for feedback.
An private, communal workspace: Where student chapters can gather and collaborate.
A corporate lounge: Provides a professional environment for study or team collaboration.

CBS INDUSTRY CONNECT OFFERS
background color

1. Work integrated learning
Learn from business professionals through guest speaker presentations and practical assignments based on real-life clients.

2. Personal development
Build your confidence and ability in areas such as networking, the job application and interview process, and leadership skills.

3. Internships
Take what you learn in the classroom and apply it as an intern in a real business. Gain experience that sets you apart from the rest.
As a CBS student, you’ll have exclusive access to a number of clubs, events and support networks that go far beyond the classroom. Getting involved is a great way to meet new people, make lifelong friendships and build strong networks.

STUDENT SERVICES
Student Services is the first point of contact for future and current CBS students. You will find information and advice on admissions, enrolments, changing units, selecting majors, complaints, timetabling, examinations, assessment extensions, fees and leave of absence.

Student Services can also direct you to CBS School Coordinators to help you with your study choices or career options.

Tel: +61 8 9266 7713
Email: business@cbs.curtin.edu.au
Web: business.curtin.edu.au

STUDENT MENTORS
A CBS student mentor will be assigned to every new-to-Curtin student during Orientation Week. They’ll be available to answer questions you have about university life, courses and enrolment, IT queries, or student support. If they can’t help you out, they’ll refer you on to the relevant staff member or support services area. Student mentors are a fantastic source of support for new students.

Web: mentoring.curtin.edu.au

STUDENT CLUBS AND ASSOCIATIONS
Join a club and build your networks and experiences with other students, academics, industry and the community. Engage and connect with those who share your interests.

Web: curtin.edu.au/clubs-associations

STUDENT GUILD
The Student Guild provides a range of services to make your university experience a memorable and fulfilling one. Services include: student representation, advocacy and support, student clubs, social and networking events, as well as providing discounts at food and retail outlets on and off campus.

Tel: +61 8 9266 2900
Web: guild.curtin.edu.au or facebook.com/curtimguild

STUDENT COMMUNICATION SKILLS CENTRE
The CBS Communication Skills Centre has three major areas of expertise. These are: delivering specialist classes and workshops, providing online resources and support through our Blackboard site, and team-teaching or ‘embedding’ with your lecturers in their classes. Details of classes and workshops are emailed to you through Blackboard.

Email: cbs-comskills@curtin.edu.au
Web: business.curtin.edu.au

SERVICES AND SUPPORT
life.curtin.edu.au

BENTLEY CAMPUS
Close to public transport and just six kilometres from the centre of Perth, the Bentley Campus spans 287 acres and has accommodation for 1,200 students.

There are a number of facilities to support you through your studies, including a medical centre, childcare and banking facilities, food outlets and a recreation stadium.

It’s a close-knit community with everything you need within easy walking distance. This includes on-campus learning spaces, designed to enhance your business studies, and simulate professional business environments.
CBS FACILITIES

Angazi Court

Work has begun on a multi-million dollar redevelopment to transform the Angazi Court into a vibrant business precinct on the Bentley Campus. The three-stage development has been designed to encourage industry involvement and staff participation on campus to enhance industry collaboration with students and staff.

The Angazi Court will bring the industry focus and visual technology into the courtyard. This innovative precinct will feature a CBS Trading Room into the courtyard.

The centrepiece of Angazi Court is the CBS Trading Room. This facility is currently the only one of its type in Western Australia. Boasting 20 Bloomberg Professional licences and Wall Street-inspired terminals, students have access to the premier source of financial and economic data used by many of the world’s largest organisations. Paired with this powerful software is an impressive array of audio-visual technology including international news services and live stock prices. The CBS Trading Room is an important resource in the business curriculum and reflects Curtin’s commitment to producing industry-ready graduates.

Student precinct and tech lounge

This stylish precinct features multiple learning areas including a specialised interview room, a classroom fitted with SMART Board technology, and an open area for collaborative study.

Computer labs

Our computer labs are open round-the-clock and can be used for completing assignments, checking emails, searching the internet, downloading lecture notes, printing, photocopying and viewing iLectures. One of our labs, 402.351, is designated for student use only and does not have classes scheduled into it.

Café Angazi

Café Angazi is situated in the heart of the Angazi Business School precinct. It’s the perfect place to meet up with friends for a coffee or to refuel for the day ahead.

Curtin Stadium

Curtin Stadium hosts indoor sports like squash, basketball, table tennis and badminton, as well as outdoor sporting events. It also has two fully equipped gymnasiums staffed by fitness professionals. The stadium is open to students, staff and the wider community, and is a multipurpose centre that can hold events for up to 2,500 people.

Curtin Security

Curtin Security provides security services for the Bentley Campus, student housing, Technology Park and the Perth city campus. The services provided are aligned with the principal objective of maintaining a safe and secure environment for students, staff and visitors. Curtin Security services include patrols, first aid, CCTV surveillance, building access, shuttle bus services (Campus Courtesy Bus and Curtin Access Bus Service), emergency response, security escorts and evacuation.

Facilities and services

- **Finance and travel**
  - ATM
  - Bankwest
  - STA Travel
  - Unicredit

- **Food and retail**
  - Hoyts ticket outlet
  - Bookshops
  - Hairdresser
  - Newsagency
  - Optometrist
  - Pharmacy
  - The Main Cafe and other food outlets, plus pop-up food trucks that rotate through campus hotspots.

- **Safety and security**
  - After-hours security escort
  - Campus Courtesy Bus
  - Emergency telephone stations
  - Well-lit, safe pathways.

- **Health and wellbeing**
  - Counselling services (free to all students)
  - Disability services
  - Health and medical centre
  - Multi-faith officer
  - Recreation centre and gym (Curtin Stadium)
  - Physiotherapy clinic
  - Prayer rooms.

- **Learning Support**
  - Careers Centre
  - English language support
  - John Curtin Gallery
  - Leadership Centre
  - Learning Centre
  - Mentoring programs.

- **Technology**
  - Print and design services
  - Wi-Fi access
  - 23-hour computer lab access
  - 2GB of internet usage per month and a live@edu email account with Word, PowerPoint, Excel, OneNote and a skydrive with 7GB of storage.

- **Services and support continued**
As an offshore student, you may be able to study for a Curtin degree in your home country without the expense or inconvenience of living away from home. You'll still be considered a Curtin student and will benefit from our innovative teaching approach and international quality standards.

Curtin's long-standing expertise in the provision of international education is demonstrated with selected Bachelor of Commerce and Bachelor of Business Administration study options available at offshore campuses in Malaysia, Sydney and Singapore, as well as at partner institutions in Hong Kong, Malaysia and Mauritius. Students study the same units, use the same course materials and are assessed using the same examinations as students studying business degrees on the Bentley Campus in Perth.

**KEY FEATURES**
- You can transfer between the Bentley Campus and one or more of our partner institutions at any stage of your studies (subject to obtaining a student visa).
- On graduation you are awarded a fully-accredited Australian qualification identical to the qualification awarded to students on the Bentley Campus.
- You have the same privileges and access to online resources as those on the Bentley Campus.
- You are taught by Curtin-approved teaching staff.
- All examinations are assessed on the Bentley Campus.

**STUDYING ONLINE**
The Bachelor of Commerce is available via external studies online through Distance Education*. This option is designed to help you work effectively as an external student, providing the flexibility of remote learning. This may be the perfect option if you live far away from a Curtin campus, have a job that involves a lot of travel, or have too many other commitments to attend face-to-face classes.

* International students can contact Curtin Student Services for eligibility and conditions.

**OTHER STUDY LOCATIONS**
curtin.edu.au/offshore-programs

**STUDYING ONLINE**
The Bachelor of Commerce is available via external studies online through Distance Education*. This option is designed to help you work effectively as an external student, providing the flexibility of remote learning. This may be the perfect option if you live far away from a Curtin campus, have a job that involves a lot of travel, or have too many other commitments to attend face-to-face classes.

* International students can contact Curtin Student Services for eligibility and conditions.

**OTHER STUDY LOCATIONS**
curtin.edu.au/offshore-programs

**Curtin University, Sarawak, Malaysia**
Curtin University, Sarawak, Malaysia, the University’s first offshore campus, was established in 1999 in partnership with the Sarawak government. Located in Miri, it is also the first foreign university campus in East Malaysia.

**BACHELOR OF COMMERCE STUDY OPTIONS:**
- Single majors
  - Accounting
  - Finance
- Double majors
  - Accounting and: Finance; Banking; Entrepreneurship
  - Banking and: Finance
  - Entrepreneurship and: Marketing
  - Finance and: Banking; Marketing, Management
  - Management and: Marketing, Public Relations
  - Marketing and: Public Relations
  - Public Relations and: Management
  - Tourism and Hospitality and Marketing

Web: curtin.edu.my

**Other Study Locations**

**Curtin University, Sydney, New South Wales, Australia**
Curtin University Sydney, located in the heart of Sydney’s CBD, gives you access to a flexible education in one of the world’s most cosmopolitan cities.

**BACHELOR OF COMMERCE STUDY OPTIONS:**
- Single majors
  - Accounting
  - Finance
- Double majors
  - Accounting and: Finance; Banking; Entrepreneurship
  - Banking and: Finance
  - Entrepreneurship and: Marketing
  - Finance and: Banking; Marketing, Management
  - Management and: Marketing, Public Relations
  - Marketing and: Public Relations
  - Public Relations and: Management
  - Tourism and Hospitality and Marketing

Web: sydney.curtin.edu.au

**Curtin Singapore**
Curtin Singapore is located in one of Asia’s leading business hubs, Singapore, making it the perfect place for students to immerse themselves in the world of international business, banking and finance.

**BACHELOR OF COMMERCE STUDY OPTIONS:**
- Single majors
  - Accounting
  - International Business
  - Logistics and Supply Chain Management
  - Marketing
- Double majors
  - Accounting and Finance
  - Advertising and Marketing
  - Banking and Finance
  - Finance and: Accounting; Banking; Marketing, Management
  - Human Resource Management and: Management
  - Human Resource Management; Marketing
  - Marketing and: Advertising, Finance, Management

Web: curtin.edu.sg
Whether you want to go skiing in Switzerland or see the Statue of Liberty in the United States, a student exchange could take you there. With more than 55 exchange partners in 17 countries, Curtin Business School prepares you for business careers around the world.

WHY STUDY OVERSEAS?
Student exchange is a chance to experience another culture and add a different dimension to your Curtin commerce degree. Advantages include:
• gaining credit towards your degree
• receiving CBS and University funding support
• building your résumé
• developing self-awareness and a new perspective
• learning a new language
• understanding a different culture
• establishing international networks and friends
• exploring job opportunities outside Australia
• travelling while you study.

WHERE CAN I TRAVEL?
• Austria
• Canada
• China
• Denmark
• Finland
• France
• Germany
• Hong Kong SAR
• Japan
• South Korea
• The Netherlands
• Norway
• Singapore
• Sweden
• Switzerland
• United Kingdom
• United States.

WHO CAN APPLY?
Domestic and international undergraduate and postgraduate students are encouraged to undertake student exchange. You must have:
• successfully completed one full semester of study (100 credits) by the time you apply and completed one full year (200 credits) by the time you leave on student exchange
• a semester-weighted average of 60 or above
• passed all units in your current course.

WHAT DOES IT COST?
As an exchange student, you continue to pay your tuition fees to Curtin as normal (upfront or through HECS). You do not pay any tuition fees to your host institution. If you are an international student, you must pay your Curtin tuition fees for the study period you are on exchange for prior to your departure.

Travel grants and loans
Curtin Business School generally grants students $1,000 to assist with the expenses associated with student exchange. For short course programs, usually three to six weeks in duration, CBS currently grants students $500.

If you are an Australian citizen or hold a permanent humanitarian visa, you may be entitled to apply for an OS-HELP loan provided by the Commonwealth government. In addition, you may be considered for a Curtin-wide travel grant when undertaking a semester or year of student exchange.

STUDENT EXCHANGE
business.curtin.edu.au/exchange

HOW DOES IT WORK?
1. Choose – Choose to study at a CBS partner institution for a short course program or for one or two semesters. Student exchange information sessions are held regularly to provide an opportunity for you to find out more and ask questions.
2. Consult – Organise a consultation with an exchange adviser.
3. Credit – Pre-arrange credit with your school’s student adviser or your course coordinator.
4. Community – Exchange your stories with the Curtin community.
Entry requirements: You’re an international student if you’re not an Australian citizen, permanent resident or a New Zealand citizen. International students should refer to Curtin’s 2014 undergraduate and postgraduate guides for international students for detailed information on entry requirements and fees.

GCE-A Levels/STPM (best of three subjects) 5
HKDSE (best of 5 subjects) 15
IB 24
Ontario Gr12 (best of six) 60
ATAR (including WACE/SACE/HSC/VCE) 70
WAUFP (CPS) 53
India/Pakistan 65%
Sri Lanka 6

Minimum English language entry requirements: A comprehensive list of qualifications that meet Curtin’s English language requirements for undergraduate study can be obtained from Curtin International.

Prerequisites: Mathematics (including calculus) is desirable. Applicants without mathematics will still be considered.

IELTS: Writing and Speaking: 6.0; Reading and Listening: 6.0. Overall Band Score: 6.5

Fees: Fee information can be found online.

Credit for Recognised Learning: Credit for Recognised Learning (or Recognition of Prior Learning) allows you to take advantage of, and be rewarded for, your previous studies. Credit for Recognised Learning applications are assessed on an individual basis from the certified academic records you provide with your application.

Applying for first semester or second semester intake: Applications can be submitted directly to Curtin International or to a Curtin overseas representative.

You’ll need to apply for your student visa after receiving your confirmation of enrolment, which will be sent to you via email. Contact the Australian Embassy or High Commission to find out more about the visa application process.
HOW TO APPLY: DOMESTIC

futurestudents.curtin.edu.au

APPLICATION PROCESS FOR LOCAL STUDENTS
To apply for any of the single or double business majors offered, you first select the course code for the campus of your choice. You select your major at enrolment.

Entry requirements
School leavers (year 12 applicants)
Your Australian Tertiary Admission Rank (ATAR) is calculated on the results attained in the Western Australian Certificate of Education Exam (WACE). Each course has a minimum cut-off score. The minimum ATAR for entrance into the Bachelor of Commerce at Curtin Business School in 2015 is an indicative ATAR of 70.

In addition to meeting the minimum ATAR, you must also:
• satisfy the University’s minimum English language requirement
• satisfy the requirements of the WACE.

Non-school leavers (mature-age applicants)
You’re considered a non-school leaver applicant if you’re:
• not currently studying an Australian year 12 qualification
• studying an overseas secondary school qualification
• already (or previously) enrolled at a tertiary institution and wish to study at Curtin.

Additional expenses: You will need to purchase a number of textbooks and other study materials, and pay the Student Services and Amenities Fee.

Credit for Recognised Learning: Credit for Recognised Learning (or Recognition of Prior Learning) allows you to take advantage of, and be rewarded for, your previous studies. Credit for Recognised Learning applications are assessed on an individual basis from the certified academic records you provide with your admission form.

For further information please contact Curtin Business School Student Services.
Tel: +61 8 9266 7713
Web: business.curtin.edu.au

Alternative entry pathways:
• STAT elements WE and either V or Q
• completed AQF qualifications (Advanced Diploma and Diploma)
• successfully completed one year of a bachelor degree course.

For further information, please contact Future Student Services.
Tel: +61 8 9266 1000
Web: futurestudents.curtin.edu.au

Prerequisites: No prior study in a particular subject is required but Mathematics 2C/2D is desirable.

Fees: If you are offered a Commonwealth supported place you may be eligible to access HECS–HELP.
Web: fees.curtin.edu.au

Future students can apply for first semester intake by applying through the Tertiary Institutions Service Centre (TISC). The TISC website outlines Curtin’s courses, their specific requirements, entrance scores and the prerequisite subjects.
Tel: +61 8 9318 8000
Web: tisc.edu.au

Applying for second semester intake:
If you want to apply for mid-year entry you need to apply directly to the University through Curtin’s online application system. You will need to provide scanned, certified copies of any qualifications in support of your application.
Tel: +61 8 9266 7713
Email: business@bbs.curtin.edu.au
Web: apply.curtin.edu.au
For further information please contact Curtin Business School Student Services.
Tel: +61 8 9266 7713
Web: business.curtin.edu.au

Credit for Recognised Learning: Credit for Recognised Learning (or Recognition of Prior Learning) allows you to take advantage of, and be rewarded for, your previous studies. Credit for Recognised Learning applications are assessed on an individual basis from the certified academic records you provide with your admission form.

For further information please contact Curtin Business School Student Services.
Tel: +61 8 9266 7713
Web: business.curtin.edu.au

Applying for first semester intake: You’ll need to lodge your preferences with the Tertiary Institutions Service Centre (TISC). The TISC website outlines Curtin’s courses, their specific requirements, entrance scores and the prerequisite subjects.
Tel: +61 8 9318 8000
Web: tisc.edu.au

Applying for second semester intake: If you want to apply for mid-year entry you need to apply directly to the University through Curtin’s online application system. You will need to provide scanned, certified copies of any qualifications in support of your application.
Tel: +61 8 9266 7713
Email: business@bbs.curtin.edu.au
Web: apply.curtin.edu.au
For further information please contact Curtin Business School Student Services.
Tel: +61 8 9266 7713
Web: business.curtin.edu.au

Alternative entry pathways:
• STAT elements WE and either V or Q
• completed AQF qualifications (Advanced Diploma and Diploma)
• successfully completed one year of a bachelor degree course.

For further information, please contact Future Student Services.
Tel: +61 8 9266 1000
Web: futurestudents.curtin.edu.au

Prerequisites: No prior study in a particular subject is required but Mathematics 2C/2D is desirable.

Fees: If you are offered a Commonwealth supported place you may be eligible to access HECS–HELP.
Web: fees.curtin.edu.au

CURTIN BUSINESS SCHOOL
STUDENT SERVICES
Tel: +61 8 9266 7713
Fax: +61 8 9266 3096
Email: business@cbs.curtin.edu.au
Web: business.curtin.edu.au

CURTIN FUTURE STUDENTS CENTRE
Tel: +61 8 9266 1000
Fax: +61 8 9266 3331
Email: futurestudents@curtin.edu.au
Web: futurestudents.curtin.edu.au

CURTIN INTERNATIONAL
(INTERNATIONAL STUDENTS ONLY)
Tel: +61 8 9266 7331
Fax: +61 8 9266 2605
Email: international@curtin.edu.au
Web: international.curtin.edu.au

TERTIARY INSTITUTIONS SERVICE CENTRE (TISC)
Tel: +61 8 9318 8000
Fax: +61 8 9225 7050
Email: info@tisc.edu.au
Web: tisc.edu.au

USEFUL CONTACTS
**IMPORTANT DATES 2014**

**APR**
04 Mature age information session

**MAY**
02 Mature age information session
05 Teachers’ Big Day Out
15 Exhibit Careers Expo

**JUN**
04 Mature age information session
10 Year 10 parent information evening
11 Year 12 parent information evening
20 Mature age information session

**AUG**
03 Open Day
15 Mature age information session

**SEP**
03 Mature age information session
10 Mature age information session
18 Skills West expo
19 Mature age information session

**OCT**
17 Mature age information session

**NOV**
05 Mature age information session

**DEC**
05 Mature age information session

---

**Disclaimer and Copyright Information**

Information in this publication is correct at the time of printing (March 2014) and valid for 2014 but may be subject to change. In particular, the University reserves the right to change the content and/or method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations on enrolment in any unit or program and/or to vary arrangements for any program.

Curtin will not be liable to you or to any other person for any loss or damage (including direct, consequential or economic loss or damage) however caused and whether by negligence or otherwise which may result directly or indirectly from the use of this publication.

Employers listed are based on known organisations that have employed a Curtin Business School graduate from the corresponding study major.

**Copyright © Curtin University 2014**

This publication is copyright. Apart from any fair dealing for the purposes of private study, research, criticism or review, as permitted under the Copyright Act 1968, no part may be reproduced by any process without written permission.

**For more information**

Curtin Undergraduate Course Guide 2015
Curtin University
Bentley Campus
Kent Street, Bentley WA 6102
Postal Address:
GPO Box U1987, Perth WA 6845
Tel: +61 8 9266 1000
Fax: +61 8 9266 3331
Email: futurestudents@curtin.edu.au

**Note to international students**

International students studying in Australia on a student visa can only study full-time and there are also specific entry requirements that must be met. Please refer to [international.curtin.edu.au](http://international.curtin.edu.au) or phone +61 8 9266 7331 for further information, as some information contained in this publication may not be applicable to international students. Australian citizens, permanent residents and international students studying outside Australia have the choice of full-time, part-time and external study.