DEGREES TO TAKE YOU PLACES

business.curtin.edu.au
Curtin Business School (CBS), through industry-connected innovative teaching and research, develops internationally focused graduates who are committed to excellence.
Curtin Business School (CBS) has once again received a 4-Palmes ranking in the prestigious Eduniversal Business School Rankings (2014).

WHY SHOULD YOU CHOOSE CBS?

Reputation
As one of the top ten business schools in Australia, CBS offers a wide range of quality courses with flexible study options to suit your interests and career goals.

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. CBS offers single and double degrees, double majors and elective options, as well as part-time and online study opportunities.

Innovative and applied research
With access to high-tech research facilities and highly accomplished academic mentors, you will be exposed to a variety of applied research projects that are conducted in close partnership with key industry players.

Industry connections
In business, it’s not only what you know, it’s who you know. CBS has one of the most extensive industry advisory group networks of any Australian business school. It comprises around 70 business leaders who use their knowledge and experience to shape course content.

Our many sponsorships, partnerships, agreements and relationships with government, businesses and organisations provide you with opportunities to engage with industry experts, attend networking events, and gain practical experience from course projects and industry work placements.

CBS INDUSTRY CONNECT
Connecting you with industry and enhancing your student experience

Putting your skills and knowledge into practice is important. CBS Industry Connect gives you the chance to connect with successful businesses and leaders through a range of exclusive opportunities, including internships, networking events, training sessions and guest lectures. Placing a wealth of industry expertise at your fingertips, CBS Industry Connect can help you gain a competitive edge and increase your professional prospects.

Connect at business.curtin.edu.au/experience
International exposure
As a CBS student, you will receive a diverse, challenging and rewarding education that encourages international and intercultural awareness. With a community of 15,000 students from more than 70 countries, CBS will help you gain a truly international perspective.
Along with our Bentley Campus, we have campuses in Sydney, Malaysia and Singapore, as well as international partners and offshore programs around the globe. You will have a real opportunity to develop an international network during your time at Curtin.

AS A CBS STUDENT, YOU WILL RECEIVE AN EDUCATION THAT IS RELEVANT AND THAT ENCOURAGES INTERCULTURAL AWARENESS.

“The experiences and opportunities I received while studying commerce at Curtin, I believe, were fundamental in what led me to land a finance graduate position straight out of university with a major global resources company.”

EMMA HUNTER, Bachelor of Commerce (Accounting and Business Law), Graduate Finance Analyst, BHP Billiton

MORE THAN 80,000 STUDENTS HAVE GRADUATED FROM CURTIN BUSINESS SCHOOL AS AT APRIL 2015.
If you’re considering a career in business, CBS offers a range of degrees and course majors to suit your interests. You can study a single or double major, mix your business studies with a major or minor from another faculty, or take on a double degree to expand your career options.

OUR DEGREES

Bachelor of Laws – page 8
The Bachelor of Laws is offered as a three-year, fast-tracked course. You can pair your law degree with the Bachelor of Commerce (selected majors) or Bachelor of Arts (selected majors).

Bachelor of Commerce – page 10
Choose from a wide range of exciting majors in this popular, flexible course. Depending on which majors you decide to study, you can combine the Bachelor of Commerce with a degree in law, arts, science or engineering.

Bachelor of Business Administration – page 46
The Bachelor of Business Administration is a diverse degree with an international focus. You will gain a broad range of business management skills and can graduate with international recognition.

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

OUR BUSINESS GRADUATES LAND DIVERSE AND INTERESTING CAREERS ALL OVER THE WORLD. WHATEVER CAREER PATH YOU DECIDE TO TAKE – A BUSINESS DEGREE FROM CURTIN WILL REALLY OPEN DOORS.
TAILOR YOUR STUDIES

Depending on your needs and career aims, you may be able to shape your degree and choose how you study.

Full-time study
Full-time study at Curtin usually involves enrolling in units totaling 100 credit points or above, translating to around 30 hours’ work time per week, including classes and private study. For full-time study, most classes are scheduled during the day, but evening attendance may be necessary for some units.

Part-time study
If your lifestyle doesn’t allow for full-time study, you can choose to study part-time, undertaking as few as 25 or 50 credit points (one or two standard units) per semester. This option reduces your weekly workload considerably but extends the duration of your course. If you are a part-time student you usually attend evening classes, but may attend day classes if it is convenient.

Unit
Most units are presented within a lecture and tutorial format. Throughout the course you’ll participate in class presentations, group work, computer lab sessions, case studies, workplace assignments and examinations. Some of your units may be offered partially or fully online.

Major
A major is a series of more than eight units combined to satisfy Curtin’s requirements in an area of specialisation within a bachelor degree. A single major lets you undertake elective units, and gives you a broader perspective of a single business area.

Example award:
Bachelor of Commerce (Marketing)

Minor
A minor comprises four units. Depending on the number of elective units in your course, you could complete one or two minors in business or arts to complement your area of study.

Double major
A double major is two full majors within one course. A double major will give you an in-depth perspective of two business areas.

Example award: Bachelor of Commerce (Marketing and Advertising)

Interfaculty major
You can study a range of humanities majors in combination with relevant business majors to gain a valuable blend of skills. You can apply for either a Bachelor of Commerce or a Bachelor of Arts degree.

Example award: Bachelor of Commerce (Marketing and Chinese)

Double degree
A double degree lets you complete two complementary bachelor degrees within a shorter timeframe than it would take to complete two degrees separately.

Example award: Bachelor of Commerce (Marketing) and Bachelor of Arts (Chinese)

When do I have to choose my major?
In the second semester of the Bachelor of Commerce course you will choose your area of specialisation, either a single major or double major.

Can I change my major once I have selected one?
You can transfer to a different major or double major once per semester, usually at the re-enrolment time. However, you may have to complete extra units as a result.

For more: business.curtin.edu.au/faq
This page is designed to help you match your personal strengths with courses offered at Curtin Business School. It’s intended as a guide only and should not limit your final decision.
Recognise where and when to help people
Support, encourage and help others
Always follow up
Apply logical thinking
Visualise, articulate and design solutions to problems
Formulate plans
Make good decisions
Have a lot of ideas
Believe in the power of imagination
Enjoy new experiences
Take risks
Strive to be original
Keep things simple
Adhere to schedules
Set goals
Prioritise and multitask
Solve problems in innovative ways

How do you approach life?

KEY QUALITIES
» Apply logical thinking
» Visualise, articulate and design solutions to problems
» Formulate plans
» Make good decisions

KEY QUALITIES
» Recognise where and when to help people
» Support, encourage and help others
» Always follow up

KEY QUALITIES
» Have a lot of ideas
» Believe in the power of imagination
» Enjoy new experiences
» Take risks
» Strive to be original

You might enjoy
Accounting ..........................14
Accounting Technologies ..........14
Banking ..............................18
Business Information Systems ....20
Business Information Technology ..20
Economics ..........................24
Finance .............................18
Law ....................................8
Taxation ............................14

You might enjoy
Advertising ..........................16
Entrepreneurship ....................26
Marketing .............................38

You might enjoy
Human Resource Management ......30
Industrial Relations .................30
International Business ............32
Property Development and Valuation ....40
Public Relations .....................42
Tourism and Hospitality ............44

You might enjoy
Business Administration ............46
Business Law .......................22
Event Management ................28
Logistics and Supply Chain Management ....34
Management .......................36

ORGANISED
ANALYTICAL
CREATIVE
A NETWORKER
An undergraduate degree in law is the first qualification you need if you want to practise as a lawyer in Western Australia.

Curtin’s Bachelor of Laws (LLB) can lead to your admission into the legal profession, enabling you to give legal advice, perform legal work and appear in court as a lawyer.

The LLB offers you a foundation in all areas of legal knowledge and will help you to develop core skills that are essential to effective legal practice.

COURSE STRUCTURE
The Curtin LLB is equivalent in volume 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 you could study a full load in each trimester and graduate 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.

In your first year, you will learn the key principles of legal practice, develop legal research and writing skills, and gain a thorough understanding of tort and contract law. The second year of your studies will build on this foundation with units including Statutory Interpretation, Company Law, Property Law, Criminal Law, Constitutional Law and Administrative Law.

COURSE ESSENTIALS
CRICOS code
077962B
Indicative ATAR
90
STAT
WE and either V or Q
Prerequisites
None. You must meet Curtin’s minimum English entry requirements.
For more information, visit courses.curtin.edu.au
Desirable
English, English Literature or English as an Additional Language/Dialect
Study mode
Full-time, part-time
Duration
3 years full-time
Campus
Bentley
The Curtin LLB also enables you to choose optional units in your later years of study, to specialise in corporate management, taxation law, regulatory compliance and native title law. These elective units focus on high demand areas in the commercial and industry sectors.

**DOUBLE DEGREES AVAILABLE:**
Bachelor of Laws and:
Bachelor of Arts (International Relations; Journalism); Bachelor of Commerce (Accounting; Economics; Finance; Human Resource Management; Marketing; Taxation).

### 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.

#### 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.

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$1,600 AVERAGE WEEKLY INCOME BEFORE TAX

In 2013, full-time Australian solicitors were on an average weekly income of $1,600 before tax. The average weekly income of all other occupations in 2013 was $1,152.¹

¹ joboutlook.gov.au
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 our commerce majors are practical and industry focused.

Curtin’s commerce degree is designed to help you gain the theory and practical skills you need to be confident and ready for the job market. You’ll be taught by experienced staff, have opportunities to interact with businesses, and learn in real workplace scenarios.

You’ll graduate with a Bachelor of Commerce degree regardless of which areas you choose to specialise in. Graduates go on to a diverse range of careers, for example as accountants, advertising executives or financial analysts.

DOUBLE DEGREES AVAILABLE
Depending on which major you choose, you could pair your Bachelor of Commerce with a Bachelor of Laws, Bachelor of Arts, Bachelor of Engineering or Bachelor of Science. For more details, check the course pages in this guide or visit courses.curtin.edu.au

COURSE ESSENTIALS
CRICOS code
013905G
Indicative ATAR
70
STAT
WE and either V or Q
Prerequisites
None. You must meet Curtin’s minimum English entry requirements.

For more information, visit courses.curtin.edu.au

Desirable
Mathematics 2C/2D

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

Duration
3 years full-time

Campus
Bentley, Singapore (selected majors), Sarawak (selected majors), Sydney (selected majors)
Bachelor of Commerce majors

> Accounting
> Accounting Technologies
> Advertising
> Banking
> Business Information Systems
> Business Information Technology
> Business Law
> Economics
> Entrepreneurship
> Event Management
> Finance
> Human Resource Management
> Industrial Relations
> International Business
> Logistics and Supply Chain Management
> Management
> Marketing
> Property
> Property Development and Valuation
> Public Relations
> Taxation
> Tourism and Hospitality.

Note: Some majors are only available as part of a double major. Please check course information for details.

“I initially chose Curtin because I wanted to pursue a degree in commerce and Curtin is famous for its business school. Looking back now, I am glad that I made the right decision. The teaching staff are not only knowledgeable but also very encouraging, supportive, friendly, down-to-earth and passionate about what they teach. Additionally, the modern facilities and technology at CBS create a conducive learning environment.

CBS regularly organised events that connected students to industry employers so that students get in touch with the real world and potential employers. I landed my first graduate job two weeks after my last exam and I am very grateful for what I have learned at Curtin as I believe the degree has laid a very solid foundation for my career.”

HUGH PHAN, Senior Management Accountant, Complete Steel Projects, Bachelor of Commerce (Accounting and Finance)
**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, known as majors. Depending on your chosen major/s, you may have the option of studying one or two minors to supplement your degree.

Over the three-year course you should complete a total of 24 units.

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**BACHELOR OF COMMERCE 24 units (usually 4 per semester)**

**Year 1**

**COMPULSORY CORE UNITS:**
1. Accounting
2. Business Law
3. Economics
4. Business Information Systems
5. Management
6. Marketing
7. Communication in Business

PLUS
1 unit from your first chosen major (area of specialisation)

**Years 2 and 3**

**SINGLE MAJOR**
- 7 units from your first chosen major
- 8 elective units

**DOUBLE MAJOR**
- 7 units from your first chosen major
- 8 units from your second major

**BUSINESS CAPSTONE**
(Compulsory core unit in your final semester)
Complement your studies with a minor

Stand out from the crowd with a business or arts minor to complement your chosen area of study.

You may be eligible to enrol in one or more of the following minors, subject to the availability of at least 4 elective units in your course.

If you wish to study a minor you should contact Student Services on +61 8 9266 7713 to amend your study plan as soon as practical and no later than the final semester of your course.

BUSINESS MINORS
» Accounting for Business Decisions
» Advertising
» Entrepreneurship
» Event Management
» Human Resource Management
» Information Management in Business
» International Business
» Management
» Marketing
» Property Investment
» Public Relations
» Tourism and Hospitality.

ARTS MINORS
» Advertising Design
» Art and Design - History and Theory
» Asian Studies
» Chinese
» Creative Writing
» Fine Art
» Geography
» Graphic Design
» History
» Human Rights
» Information Studies
» Internet Communications
» Internet Design
» Japanese
» Journalism
» Literary and Cultural Studies
» Photography
» Popular Music
» Product, Furniture and Jewellery Design
» Professional Writing
» Screen Production
» Screen Studies
» Security Studies
» Visualisation Technology.
ACCOUNTING, ACCOUNTING TECHNOLOGIES AND TAXATION

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. business.curtin.edu.au/accounting

Depending on which major you choose in this field, 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.

ACCOUNTING MAJOR
This major introduces you to accounting principles, auditing, taxation, relevant areas of business law and financial management. You can examine the development and communication of information relating to the financial performance of organisations, learn to prepare reports and give advice on an organisation’s record-keeping and compliance requirements.

Career opportunities
This course can help you become an accountant, auditor, business analyst, tax advisor, tax agent or consultant, and treasurer.

Professional memberships
Chartered Accountants Australia and New Zealand, and CPA Australia.

Double majors available
Accounting and: Accounting Technologies; Banking; Business Law; Finance; Financial Planning, Taxation.

DOUBLE DEGREES AVAILABLE
Bachelor of Commerce (Accounting) and: Bachelor of Laws; Bachelor of Science.

ACCOUNTING TECHNOLOGIES MAJOR
Note: This major can only be taken as part of a double major with Accounting.

The Accounting Technologies 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.

Career opportunities
This course can help you become an Accountant, Auditor, Business Analyst, Company Secretary, Tax Advisor, Tax Agent or Consultant and Treasurer.

Professional memberships
Chartered Accountants Australia and New Zealand, and CPA Australia.

Double majors available
Accounting Technologies and: Accounting.

TAXATION MAJOR
Note: This major can only be taken as part of a double major with Accounting or as a double degree with the Bachelor of Laws.

This major is designed to provide you with an in-depth understanding of taxation laws and taxation practice, in Australia and overseas.
CAREER SNAPSHOTS

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 interactions (including 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, structuring and tax compliance.

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

“Having always been intrigued by the complexity of commerce, accounting was a natural choice as a doorway to understanding businesses. The belief and ownership my lecturers in the School of Accounting showed contributed to a big part of my success today. I am grateful for the education I received at Curtin and have fond memories of my time at Curtin.”

SAM LIM, Head of Trade Credit, Singapore AIG Asia Pacific Insurance Pte. Ltd. Bachelor of Commerce (Accounting and Finance)
ADVERTISING

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.

business.curtin.edu.au/marketing

ADVERTISING MAJOR
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.

Career opportunities
This course can help you become an account executive, media planner, digital account manager, and advertising manager.

Studying the Advertising Major with the Creative Advertising and Graphic Design Major can help you become a copywriter or creative director.

Double majors available
Advertising and: Marketing; Public Relations.

Interfaculty major available
Advertising and: Creative Advertising and Graphic Design.

Double degrees available
Bachelor of Commerce (Advertising) and: Bachelor of Arts (Creative Advertising and Graphic Design; Creative Writing).

PROFESSIONAL RECOGNITION AND INDUSTRY EXPERIENCE
As a Curtin advertising graduate you will be accredited by the International Advertising Association. The School of Marketing is also the inaugural Premier Member of The Communications Council (TCC) Education Network. TCC is the leading national organisation for marketing communications companies. Through this relationship, you have the opportunity to attend free on-campus workshops throughout your course. Your study will involve hands-on experience with real clients and contact with advertising agencies.
CAREER SNAPSHOTs

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.

“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 Group, Bachelor of Commerce (Advertising and Marketing)

POTENTIAL GRADUATE EMPLOYERS

» Advertising agencies
» Publishers
» Manufacturing companies requiring product/brand management
» Digital agencies
» Government and not-for-profit organisations
» Media agencies.

The number of employed advertising specialists and marketing professionals has GROWN BY MORE THAN 33 PER CENT OVER THE PAST FIVE YEARS and is expected to grow strongly in the next two years.1
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.

**BANKING MAJOR**

*Note:* This major can only be taken as part of a double major with Accounting or Finance.

In this major, you’ll develop a working knowledge of the Australian banking and financial system. The major focuses on financial markets and institutions, covering developments in the financial sector and management of financial institutions. You’ll learn about bank lending, international trade, and banking practice and management.

**Career opportunities**

This course can help you become a credit analyst, bank manager, financial planner, investment banker and finance manager.

**Double majors available**

Banking and: Accounting, Finance.

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You can work in corporate finance for big business, for well-known financial institutions, or in financial markets in Australia and overseas. [business.curtin.edu.au/economicsfinance](http://business.curtin.edu.au/economicsfinance)

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**FINANCE MAJOR**

This major gives you a broad understanding of the structure and operations of financial markets. You’ll learn about investment evaluation, and how to make decisions on funding activities and disbursement of profits. You will also examine the role of financial markets.

**Career opportunities**

This course can help you become an insurance officer, bank officer, financial dealer and broker, financial dealer’s assistant, credit analyst, bank manager, financial planner, investment banker and finance manager.

**Professional memberships**

Graduates 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.

**Double majors available**

Finance and: Accounting; Banking; Economics; Management; Marketing; Property.

**Double degrees available**

Bachelor of Commerce (Finance) and: Bachelor of Science (Applied Geology); Bachelor of Arts (selected majors) or Bachelor of Laws.
I chose to study at CBS because of its reputation as one of Australia’s best business schools. The material was always topical with what was happening in the real world because the lecturers and tutors all have real-world experience, which they apply in class.”

SCOTT ROBERTSON, Institutional Advisor, DJ Carmichael Pty Limited, Bachelor of Commerce (Economics and Finance)
An information systems specialist analyses and maps out an organisation’s business processes and comes up with ideas for optimising its operations. An information technology specialist carries out those ideas by developing, testing, implementing and supporting IT systems for the business.

BUSINESS INFORMATION SYSTEMS MAJOR
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.

Career opportunities
This course can help you become a business analyst, systems analyst, project manager, change analyst, IS manager, and similar roles.

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

BUSINESS INFORMATION TECHNOLOGY MAJOR
This major focuses on how information technology is used to manage information in organisations. It provides an in-depth knowledge of systems implementation, the design and development of applications, and the management of IT infrastructure.

Career opportunities
This course can help you become a systems analyst, application developer, support analyst, project manager, ‘user experience’ designer, IT manager, and related roles.

Double majors available
Business Information Technology and: Business Information Systems.

INDUSTRY EXPERIENCE
You may undertake practical industry project work (as part of the Business Information Technology single major or Business Information Technology and Business Information Systems double major), such as completing a semester-long project with real clients in your final year.

business.curtin.edu.au/infosys
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 company’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 scoping 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.

$79,000
AVERAGE SALARY

INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) business and systems analysts earn an average salary of A$79,000.1

POTENTIAL GRADUATE EMPLOYERS

» Financial sector
» Resources sector
» Technology companies
» Business and management consultancies
» Government agencies.

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, BHP Billiton, Bachelor of Commerce (Information Systems and Information Technology)
BUSINESS LAW

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 which areas of law impact upon the business, how to comply with all legal requirements, and how to proactively identify and manage legal risk.

business.curtin.edu.au/law

Business staff also need to have a basic understanding of how the law impacts areas of the business such as business structures, contracts, property, products, consumers, employing people, dealing with regulatory authorities or taxation.

BUSINESS LAW MAJOR
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 cover the legal framework, as well as corporations, contracts, employment, consumer protection, property, intellectual property, torts and taxation.

Career opportunities
This course can help you become a compliance officer, contract manager, law clerk, legal administrator and settlement agent.

Double majors available
Business Law and: Accounting; Marketing.

Interfaculty major available
Business Law and: International Relations.

Double degrees available
Bachelor of Commerce (Business Law) and: Bachelor of Arts.

PRACTICAL LEARNING AND INDUSTRY ENGAGEMENT
This major combines theoretical and applied learning. You will be able to apply your knowledge to case studies and practical scenarios. Our staff are highly qualified, industry experienced and actively involved in research in the legal field.
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 proceeds correctly 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.

POTENTIAL GRADUATE EMPLOYERS

» 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 are 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 role.

“I 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 Planner, Infocus Wealth Management, Bachelor of Commerce (Business Law and Accounting)
ECONOMICS

Economists study 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 examine regional, national and global issues. With a Curtin economics degree you will learn how to apply economic theory to real-world issues and problems.

business.curtin.edu.au/economicsfinance

ECONOMICS MAJOR
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 learn how to employ these skills in the public sector and in labour markets, both at home and internationally. You’ll use real-world cases and data to apply your learning and problem solving skills.

Career opportunities
This course can help you become a business analyst, environmental economist, government economist, domestic/foreign policy economist, econometrician and economic consultant.

Professional memberships
Economic Society of Australia (WA branch).

Double majors available
Economics and: Finance; Management; Marketing.

Interfaculty major available:
Economics and: International Relations.

Double degrees available
Bachelor of Commerce (Economics) and: Bachelor of Arts (International Relations; Geography); Bachelor of Engineering (Chemical Engineering; Civil and Construction Engineering; Metallurgical Engineering; Mining Engineering); Bachelor of Laws; Bachelor of Science (Agriculture; Chemistry; Coastal and Marine Science; Environmental Biology; Mathematics; Physics).
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. A knowledge of economics is essential to any successful business.

Business analyst
Business 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.

“I chose Curtin Business School because of the opportunities I knew it would afford me. Studying at CBS allowed me to learn from experienced and knowledgeable academics.

Through the skills and expertise acquired at CBS I was able to gain employment at the Economic Regulation Authority. My work exposes me to a diverse range of subjects, from the economics of potato marketing to the operation of prisons in Western Australia.”

JAKE PRENDERGAST, Assistant Analyst, Economic Regulation Authority, Bachelor of Commerce (Hons) (Finance and Economics)
ENTREPRENEURSHIP

Entrepreneurs can be found in all types of workplaces. What they all have in common is ambition, an ability to think outside the box 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.

business.curtin.edu.au/management

ENTREPRENEURSHIP MAJOR
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.

Career opportunities
This course can help you become a business owner or partner, business manager and importer and/or exporter.

Professional membership
Australian Institute of Management.

Double majors available
Entrepreneurship and: Accounting; Marketing.

Double degrees available
Bachelor of Commerce (Entrepreneurship) and: Bachelor Bachelor of Science (Chemistry; Coastal and Marine Science; Environmental Biology; Mathematics; Physics).

INDUSTRY LINKS
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.

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?
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, General Manager at JAT Holdings (PVT) LTD, Bachelor of Commerce (Accounting and Entrepreneurship)

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.

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

According to the Australian Board of Taxation, more than one-third of Australia’s small businesses operate as sole traders.¹

¹ Australian Board of Taxation, January 2015
EVENT MANAGEMENT MAJOR

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 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.

Career opportunities
This course can help you become a marketing officer, events coordinator, events manager, events executive and event director.

Double major available
Event Management and Public Relations

TRANSFERABLE SKILLS AND PRACTICAL EXPERIENCE
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.

business.curtin.edu.au/management
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.

POTENTIAL GRADUATE EMPLOYERS
» 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.
Industrial relations (IR) is a field within HR that deals with the relationship between employees and employers. IR staff work to make sure the business complies with industrial relations laws.

**HUMAN RESOURCE MANAGEMENT MAJOR**
In this major, you’ll study HR strategy, human capital, planning, attraction and retention of staff, learning and development, pay systems and rewards, performance management, workforce planning and workplace relations. You’ll develop the knowledge and abilities to work in a wide range of industries. Our staff have extensive experience in a range of industries, and apply the latest theories and trends in this evolving field.

**Career opportunities**
This course can help you become a human resources officer, industrial relations consultant, trade union official, learning and development consultant, recruitment consultant and change management specialist.

In addition to recruitment activities, HR involves managing training, workforce planning and development, remuneration and benefits, staff conduct and performance, and staff retention.

**Professional memberships (when studied with Industrial Relations):**
- Australian Human Resources Institute
- Industrial Relations Society of WA.

**Professional accreditation**
The Human Resource Management major is accredited by AHRI (Australian Human Resource Institute).

**Double majors available**
Human Resource Management and: Management; Industrial Relations.

**Double degrees available**
Bachelor of Commerce (Human Resource Management) and Bachelor of Science (Psychology).

**INDUSTRIAL RELATIONS MAJOR**
Note: This major can only be taken as part of a double major with Human Resources Management.

This major covers the relationship between management and the workforce, and the influence of unions, employers, employees and the government. You’ll study forms of bargaining, negotiation processes, grievance processes, industrial action and dispute resolution.
Career opportunities
This course can help you become a change management specialist, industrial relations officer, trade union official, training officer and recruitment consultant.

Professional memberships (when studied with Human Resource Management):
Australian Human Resources Institute
Industrial Relations Society of WA.

Double majors available
Industrial Relations and:
Human Resource Management;
Business Law.

Career snapshots

Human resources officer/consultant
Human resources officers/consultants administer and coordinate a range of HR functions across an organisation. They are often involved with workforce planning, recruitment and selection, administering performance and reward systems and process, maintaining employee records, coordinating staff training and development, and advising employees on a range of work-related matters.

Recruitment consultant
Recruitment consultants help employers locate and recruit suitable staff. This involves advertising vacancies, checking applicants’ references, interviewing, and preparing job descriptions.

Industrial relations officer
Industrial relations officers work to encourage employees and employers to work together cooperatively, advise on industrial awards and agreements, and negotiate pay rates and conditions.

Trade union official
Trade union officials work to maintain and improve wages, conditions and employment opportunities for workers.

Learning and development consultants
Learning and development consultants plan, develop, implement and evaluate staff training and development programs in organisations.

Change management specialist
Change management specialists are appointed to successfully promote and implement changes within an organisation.

“Moving down from Geraldton I was nervous about starting university, but Curtin made me feel right at home. There are so many groups and clubs to get involved with and students from all over the world. Thanks to the extracurricular programs, I had the chance to make friends from different faculties, and the campus is a great place to catch up with friends and have a coffee between classes. My course gave me a lot of opportunities to work with other like-minded students from across the business school. Studying my honours year gave me a chance to find a subject I’m really interested in and contribute to research in that field.”

JENNIFER LAVERY, Training Administrator, Centre for Excellence in Rail Training, Bachelor of Commerce (Human Resource Management and Management)

Potential graduate employers
» Resources sector HR roles - Perth based and/or fly-in-fly-out
» Local government - significant number of local governments throughout the state, all with their own HR teams
» Government departments
» Recruitment firms, specialising in recruitment and selection roles
» Training and development companies
» Large private sector organisations, all requiring generalist HR expertise
» Small local firms, requiring generalist HR expertise.

1 joboutlook.gov.au November 2013

61,700 Australians were employed in Human Resources (HR) in 2013, with MORE THAN 84 PER CENT OF HR PROFESSIONALS EMPLOYED FULL-TIME.
INTERNATIONAL BUSINESS

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.

business.curtin.edu.au/management

INTERNATIONAL BUSINESS MAJOR

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.

Career opportunities

This course can help you become an importer and exporter, foreign affairs and trade officer, customs broker, international trade specialist and international business development manager.

GLOBAL FOCUS

This major gives you knowledge of cross-cultural interaction, both internal and external to an organisation. Applied learning focuses on current issues in the global, regional and national business environment. Our lecturers are highly experienced, internationally educated and knowledgeable of current issues.
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.

POTENTIAL GRADUATE EMPLOYERS
» Government departments
» Import and export companies
» International banking firms
» International organisations
» Consulting firms.

“...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, BDM and Operations Manager, Lignum Trading Pty Ltd, Bachelor of Commerce (International Business and Information Systems)
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Have you ever wondered how companies transport their products to other places? Getting from raw materials to customer products doesn’t happen by accident.

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. business.curtin.edu.au/infosys

LOGISTICS AND SUPPLY CHAIN MANAGEMENT MAJOR
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.

Curtin is the only university in Western Australia to offer a formal degree qualification in logistics and supply chain management.

Career opportunities
This area of business has many opportunities, including operational and managerial roles in transport, purchasing, supply chain management, distribution, manufacturing and retail.

This course can help you become a logistics clerk, importer and exporter, inventory and supply officer, transport administrator, procurement officer, supply chain analyst and operations manager.

Professional accreditation
Chartered Institute of Procurement and Supply.

Professional memberships
Chartered Institute of Procurement and Supply (graduate membership).

Double majors available
Logistics and Supply Chain Management and: Business Information Systems; Marketing.
There are a number of key things about studying logistics and supply chain management at Curtin. It will give you an opportunity to learn more than standard learning prescribes, to develop your professional network and to become a good young professional in logistics and supply chain management.”

YURY SUKHOV, Contract Coordinator, Centurion, Bachelor of Commerce (Logistics and Supply Chain Management and Marketing)
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.

business.curtin.edu.au/infosys

MANAGEMENT MAJOR
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.

Career opportunities
This course can help you become a management consultant, office administrator, executive assistant, team leader, retail manager and service delivery manager.

Professional memberships
Australian Institute of Management, Australian Institute of Training and Development, Industrial Relations Society of WA, and Australian Institute of Office Professionals.

Double majors available
Management and: Human Resources Management; Economics; Finance; Marketing; Public Relations.
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 best operate.

“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)
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. 

business.curtin.edu.au/marketing

Marketers blend advertising, promotions, digital and social media marketing, public relations, retailing and sales strategies to promote an organisation’s brand, products and services.

MARKETING MAJOR
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.

Career opportunities
This course can help you become a fundraising coordinator, market research analyst, product manager, online marketing specialist, marketing communications manager, communications officer, communications and brand consultant, and search engine optimisation (SEO) consultant.

Professional membership
Australian Marketing Institute.

Double majors available
Marketing and: Advertising; Business Law; Economics; Entrepreneurship; Finance; Logistics and Supply Chain Management; Public Relations; Tourism and Hospitality.

INDUSTRY LINKS
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.
The number of employed advertising specialists and marketing professionals has GROWN BY MORE THAN 33 PER CENT OVER THE PAST FIVE YEARS and is expected to grow strongly in the next two years.1

POTENTIAL GRADUATE EMPLOYERS
» Government departments and public sector
» Leisure and tourism industry
» Advertising agencies
» Retailers and wholesalers
» Product management for manufacturing company
» Service industries.

1 open.edu.au November 2012

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.

“There is a lot you learn on the job but you also have to have the foundations like hard work, diligence and thinking outside the box, which Curtin prepared me for. 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 NADILLO, Planning Director, BBDO, Singapore, Bachelor of Commerce (Marketing and Advertising)
PROPERTY STUDIES

Property can include any piece of real estate, such as a family home, a block of units, a suite of offices, a shopping centre or a five-star hotel.

Whatever the shape, size or style of the real estate, property professionals will be involved in its development, funding, management, leasing and sale.

business.curtin.edu.au/economicsfinance

A property degree from Curtin can open up a variety of career paths in property development, valuation, investment, finance, management and agency. Our property courses are nationally and internationally accredited, giving you the chance to start a global career or take advantage of Western Australia’s rapid development.

PROPERTY DEVELOPMENT AND VALUATION MAJOR

In this major, your units will cover economics, finance, law, construction, architecture and investment analysis. An industry-focused teaching structure means you’ll be taught by experienced industry professionals and researchers. In your final year you’ll be assigned a fully qualified Australian Property Institute (API) mentor to guide you through a 120-hour practical placement where you can obtain hands-on industry experience.

Career opportunities

This course can help you become a property developer, property valuer, investment analyst, property finance professional, commercial property manager, real estate broker, and real estate analyst.

Professional accreditation

Royal Institution of Chartered Surveyors and Australian Property Institute.

Professional membership

Australian Property Institute (Certified Property Valuer).

PROPERTY MAJOR

Note: This major can only be taken as part of a double major with Finance or Marketing.

Property is an exciting field that can open doors for you across the world. Combined with finance or marketing, this major will develop your skills in economics, law, construction and finance to deliver the knowledge required for a career in property.

You’ll understand how to analyse property investments and developments, gain an insight into the structure and operations of the real estate industry and develop the essential legal, analytical and economic skills required to begin a career in property.
Career opportunities
This course can help you become a property developer, property valuer, investment analyst, property finance professional, commercial property manager, real estate broker, and real estate analyst.

Professional accreditation
Royal Institution of Chartered Surveyors (for Property and Finance double major only).

Professional membership
Australian Property Institute (but not at the Certified Practising Valuer level).

Note: To qualify for Australian Property Institute membership at the Certified Practising Valuer level you must complete the Bachelor of Commerce (Property Development and Valuation).

Double majors available
Property and: Finance; Marketing.

CAREER SNAPSHOTs

Property developer
Property developers identify and purchase sites, determine which developments are profitable, and manage the design, construction, marketing and sales elements of the development process. This can be a very varied, exciting and rewarding career.

Property/land valuer
Property valuers inspect, assess, value, report and advise on commercial, industrial, residential and rural properties.

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 sales agent
Commercial sales agents are responsible for commercial transactions for retail, industrial, leisure and office properties. This is a career for those with the drive and personality to make things happen.

Property manager
Commercial property managers manage the relationship between landlords and tenants, and deal with multi-tenancy office buildings and shopping centres, which are often part of large property portfolios.

“...I chose Property at Curtin due to its reputation as a leading Australian university and the career opportunities it brings. The course was very interesting, challenging and industry-relevant, thanks to the involvement of top-tiered guest speakers and practitioners. I am able to apply the skills and knowledge I learned at Curtin in my job today. I chose a career in property and never looked back.”

MARK FINCH, Development Manager, Investa Property Group, Bachelor of Commerce (Property)

POTENTIAL GRADUATE EMPLOYERS
» Valuation firms
» Property developers
» Real estate agencies
» Asset management companies
» State and local government
» Banks and investment institutions.
Public Relations

Public Relations 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.

Public relations 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.

business.curtin.edu.au/marketing

PUBLIC RELATIONS MAJOR
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.

You’ll gain hands-on experience by developing strategies for real organisations, as well as undertaking a professional internship in your final year.

**Career opportunities**
This course can help you become a public relations officer, events coordinator, internal communications coordinator, public relations consultant, publicist, community relations specialist and public affairs consultant.

**Professional accreditation**
Public Relations Institute of Australia.

**Double majors available**
Public Relations and: Advertising; Event Management; Marketing; Tourism and Hospitality.

**Interfaculty major available**
Public Relations and: Journalism

**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 plan, 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.

Upon leaving high school, my heart was set on public relations and although this course could be completed through a Bachelor of Arts (Mass Communication), 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, Account Manager, PPR Australia, Bachelor of Commerce (Public Relations and Management)
The tourism and hospitality industries are people-oriented, with their success depending on friendly, efficient and professional service. With diverse career paths and possibilities for travel, or living and working interstate or overseas, exciting times could be ahead.

TOURISM AND HOSPITALITY MAJOR
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.

Career opportunities
This course can help you become a hotel or motel manager, travel agent or consultant, resort manager, tourist information officer and restaurant manager.

Employers in this field need people who are interested in travel, and who enjoy meeting new people and providing them with exceptional experiences.

business.curtin.edu.au/marketing

Double majors available
Tourism and Hospitality and: Marketing; Public Relations

Double degrees available
Bachelor of Commerce (Tourism and Hospitality) and: Bachelor of Arts (selected majors)

HANDS-ON EXPERIENCE
You’ll have the opportunity to gain hands-on experience and learn on-site in the tourism and hospitality sectors. Field trip destinations are varied and have included Monkey Mia, the Swan Valley wine region, the Aquarium of Western Australia, Perth Zoo, Perth Botanical Gardens Kings Park, Yanchep National Park, the Sunset Coast, the Duxton Perth Hotel, the Perth Convention and Exhibition Centre and the Margaret River region.

This major has links with international universities, offering you the opportunity to take a semester abroad, for example in Canada or the United Kingdom.
CAREER SNAPSHOTS

Tourist information officer
Tourist information officers provide travellers 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.

“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, Managing Director, Wego Indonesia at Wego.com, Bachelor of Commerce (Tourism Management)
Do you want to undertake a challenging management role in a global business environment? The Bachelor of Business Administration will provide you with expertise in the general management area.

Whether you are a school leaver seeking a broad-based degree or a mature-age student experienced in business, this course can open new career pathways.

COURSE STRUCTURE
In this course you will study a range of introductory topics and undertake specialist units emphasising decision making, human resource issues, international issues and work-related projects.

You will complete eight core units in the first two semesters and a mix of core and elective units in your second and third years. As part of this course you will take part in a competition to run the most successful virtual company and have the opportunity to participate in industry-based projects and international study tours.

WHY STUDY BUSINESS ADMINISTRATION?
- You will be positioned to interact in a global business environment and may have the opportunity to study overseas.
- You can gain additional skills by taking elective units from outside your main field of specialisation. For example, language units.
- You will graduate with a strong expertise in general management, with the added ability to specialise in areas such as small business and entrepreneurship, human resource and international management.

COURSE ESSENTIALS
CRICOS code
018007A
ATAR
70
STAT
WE and either V or Q
Prerequisites
None. You must meet Curtin’s minimum English entry requirements.
For more information, visit courses.curtin.edu.au
Desirable
Mathematics 2C/2D
Study mode
Full-time, part-time
Duration
3 years full-time
Campus
Bentley, Sarawak

TO ENSURE OUR TEACHING AND RESEARCH REMAINS APPLIED AND HIGHLY RELEVANT, WE HAVE PARTNERED WITH AN EXTENSIVE NETWORK OF MORE THAN 70 HIGHLY QUALIFIED BUSINESS PROFESSIONALS.

THESE PROFESSIONALS CONTRIBUTE TO THE DEVELOPMENT OF COURSES, STUDENT LEARNING AND RESEARCH OUTPUT VIA THE CURTIN BUSINESS SCHOOL ADVISORY BOARD AND COUNCIL NETWORK.
CAREER OPPORTUNITIES

Upon graduating, you will be qualified to work in a wide range of business settings in both the public and private sector.

Graduates with additional work experience are suitable for positions in middle and senior management, such as assistant manager and branch manager.
SERVICES AND SUPPORT

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 Student Service Officers 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

CBS 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

CBS COMMUNICATION SKILLS CENTRE
The CBS Communication Skills Centre has three major areas of expertise:
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. The CBS Communication Skills Centre Blackboard site is automatically made available to you and has up-to-date information about academic writing, referencing, and critical thinking skills.
Email: cbs-comskills@curtin.edu.au
Web: business.curtin.edu.au
Wesfarmers Court
We have recently transformed Wesfarmers Court into a vibrant business precinct on the Bentley Campus. The three-stage development has been designed to encourage industry involvement and participation on campus to enhance industry collaboration with students and staff. This innovative precinct features a retractable roof, large outdoor video screen, flexible seating and a prominent ticker tape display to frame the precinct.

CBS Trading Room
The centrepiece of Wesfarmers Court is the CBS Trading Room. This facility is currently the only one of its type in Western Australia. With 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 audiovisual 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 Curtin Business School precinct. It’s the perfect place to meet up with friends for a coffee or to fuel up for the day ahead.
OTHER SERVICES

Robertson Library
The Robertson Library has wireless internet access, individual and group study areas, a lounge and a café. It also features the iZone, a vibrant area with casual seating and plenty of power points for laptops, as well as graphics workstations, SMART boards and touch screens.

The databases, e-books, LibGuides and iTutorials that you can use to find information are accessible online 24/7, allowing you to study from home.

Web: library.curtin.edu.au

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 mechanical assistance.

Web: security.curtin.edu.au

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/curtginguild

Athletics
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.

Web: recreation.curtin.edu.au

For more information on these and other Curtin facilities and services, visit life.curtin.edu.au
BENTLEY CAMPUS
FACILITIES AND SERVICES

Bentley Campus is 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. Close to public transport and just six kilometres from the centre of Perth, the campus spans 287 acres and has accommodation for 1,200 students.
WELCOME TO CAMPUS
At Curtin, you’ll not only 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.

GET OUT AND ABOUT
Continue your adventures off-campus 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.

Love the local lifestyle
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, theatres, coffee shops, fast internet speeds and almost anything else you might expect from a modern, vibrant city.

See more, for less
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.

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.

*The Economist Intelligence Unit 2014
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.

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. Visit home or travel during semester breaks via Perth’s well-connected international airport.

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

<table>
<thead>
<tr>
<th>Season</th>
<th>Months</th>
<th>Average °C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer</td>
<td>December – February</td>
<td>18 – 31</td>
</tr>
<tr>
<td>Autumn</td>
<td>March – May</td>
<td>16 – 29</td>
</tr>
<tr>
<td>Winter</td>
<td>June – August</td>
<td>8 – 19</td>
</tr>
<tr>
<td>Spring</td>
<td>September – November</td>
<td>14 – 26</td>
</tr>
</tbody>
</table>

This table is intended as a guide only.
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.

Web: curtin.edu.au/offshore-programs

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.

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.

Web: curtin.edu.au/studying-online

* International students should contact Curtin Student Services for eligibility and conditions.
OTHER CAMPUSES
You can complete all or part of the Bachelor of Commerce or Bachelor of Business Administration at any of Curtin’s campuses, or you can transfer between campuses at any stage of your studies.

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
» International Business
» Marketing.
Double major
» Accounting and: Finance.
Web: sydney.curtin.edu.au

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

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
» Human Resource Management and: Management
» Management and: Human Resource Management; Marketing
» Marketing and: Advertising; Finance; Management.
Web: curtin.edu.sg
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.

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.
Where can I travel?

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.

HOW DOES IT WORK?
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.

Consult – Organise a consultation with an exchange adviser.

Credit – Pre-arrange credit with your school’s student adviser or your course coordinator.

Community – Exchange your stories with the Curtin community.
HOW TO APPLY: INTERNATIONAL STUDENTS

business.curtin.edu.au/international

Application information for international students

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 2016 undergraduate and postgraduate guides for international students for detailed information on entry requirements and fees.

MINIMUM ENGLISH LANGUAGE ENTRY REQUIREMENTS
As all courses are taught in English, you will need to meet Curtin’s minimum English language requirements.
A comprehensive list of qualifications that meet Curtin’s English language requirements for undergraduate study can be obtained from Curtin International.

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

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.

ACCOMMODATION
For information about student housing, including photographs and an online application form, please visit Curtin Housing Services.
Tel: +61 8 9266 4430
Web: housing.curtin.edu.au
Email: housing@vc.curtin.edu.au

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

FEES AND CUT-OFF SCORES
Please note: Singapore indicative fees are based on 2015 fees and subject to change.
For the most up-to-date fees information, visit curtin.edu.sg

<table>
<thead>
<tr>
<th>COURSE NAME</th>
<th>CRICOS CODE</th>
<th>DURATION</th>
<th>LOCATION</th>
<th>INTAKE</th>
<th>FEES (AUDS)</th>
<th>INDICATIVE ESSENTIAL INCIDENTAL FEES</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Offer letter (100 Credit) published fee</td>
<td>Indicative year-1 fee</td>
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<tr>
<td>Laws (LLB)</td>
<td>077962B</td>
<td>3 years</td>
<td>Perth</td>
<td>Feb</td>
<td>13 800</td>
<td>27 600</td>
</tr>
<tr>
<td>Laws (LLB) and Arts (LLB)</td>
<td>077965K</td>
<td>4 years</td>
<td>Perth</td>
<td>Jul</td>
<td>13 900</td>
<td>27 600</td>
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<tr>
<td>Laws (LLB) and Commerce (BCom)</td>
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<td>4 years</td>
<td>Perth</td>
<td>Jul</td>
<td>13 800</td>
<td>27 600</td>
</tr>
<tr>
<td>Commerce (BCom)</td>
<td>013905G</td>
<td>3 years</td>
<td>Perth</td>
<td>Feb, Jul</td>
<td>13 800</td>
<td>27 600</td>
</tr>
<tr>
<td></td>
<td>013905G</td>
<td>3 years</td>
<td>Sydney*</td>
<td>Feb, Jul, Nov</td>
<td>13 800</td>
<td>27 600</td>
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<tr>
<td>N/A</td>
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<td>2 years</td>
<td>Singapore*</td>
<td>Feb, Jul, Nov</td>
<td>SG 8 640</td>
<td>SG 17 280</td>
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<tr>
<td>N/A</td>
<td></td>
<td>3 years</td>
<td>Sarawak*</td>
<td>Feb, Jul</td>
<td>RM 12 752</td>
<td>RM 25 504</td>
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<tr>
<td>Commerce (BCom) (Honours)</td>
<td>078136F</td>
<td>1 year</td>
<td>Perth</td>
<td>Feb, Jul</td>
<td>14 100</td>
<td>27 900</td>
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<td>Arts (BA) and Commerce (BCom)</td>
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<td>Feb, Jul</td>
<td>13 900</td>
<td>27 900</td>
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<tr>
<td>Science (BSc) and Commerce (BCom)</td>
<td>074654E</td>
<td>4 years</td>
<td>Perth</td>
<td>Feb</td>
<td>14 700</td>
<td>29 300</td>
</tr>
<tr>
<td>Engineering (BEng) and Commerce (BCom)</td>
<td>066675M</td>
<td>4 years</td>
<td>Perth</td>
<td>Feb</td>
<td>15 800</td>
<td>30 900</td>
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<tr>
<td>Applied Geology (BSc) and Finance (BCom)</td>
<td>043262M</td>
<td>4 years</td>
<td>Perth</td>
<td>Feb, Jul</td>
<td>15 100</td>
<td>30 400</td>
</tr>
<tr>
<td>Business Administration (BBA)</td>
<td>018007A</td>
<td>3 years</td>
<td>Perth</td>
<td>Feb, Jul</td>
<td>13 800</td>
<td>27 600</td>
</tr>
<tr>
<td>N/A</td>
<td></td>
<td>3 years</td>
<td>Sarawak*</td>
<td>Feb, Jul</td>
<td>RM 12 752</td>
<td>RM 25 504</td>
</tr>
</tbody>
</table>

* Some courses are offered on a trimester basis or commence mid-year. Course majors and streams may vary across campuses. For the most up-to-date information, please contact Curtin International.

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**STEPS TO APPLY**

1: APPLY
Visit international.curtin.edu.au/apply to apply online. Otherwise, scan and email an application form from your Curtin overseas representative.

2: AWAIT YOUR OFFER
Assessment of your application will take two to four weeks.

3: RECEIVE YOUR OFFER
Your offer package comprises:
- letter of offer
- acceptance of offer form
- payment options form
- streamlined visa processing (SVP) form
- terms of offer
- international student refund agreement flyer
- Curtin Housing Services brochure

4: ACCEPT YOUR OFFER
- read your letter of offer carefully to make sure all details are correct
- meet all conditions on your letter of offer
- submit your acceptance of offer form, deposit of tuition fees, overseas student health cover fee, a photocopy of your passport details page and a completed copy of your streamlined visa processing (SVP) form.

5: APPLY FOR YOUR VISA
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/High Commission to find out more about the visa application process.

**NOTES ON INCIDENTAL FEES**
The indicative essential incidental fees listed in this guide are correct for 2015 and may be subject to change.

**Arts and design courses**: Incidental fees will depend on your chosen major/s and units.

**Sarawak**: Incidental fees depend on your chosen course and units.

**Singapore**: Singapore courses also incur an annual medical insurance fee of SG 46.01, and a fee protection scheme insurance fee.

Please contact Future Student Services on +61 8 9266 1000 for more information.

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### INDICATIVE CUT-OFF SCORES

<table>
<thead>
<tr>
<th>GCE, A Levels/STPM (best of 3 subjects)</th>
<th>HKDSE</th>
<th>IB</th>
<th>Ontario Grade 12 (best of 6)</th>
<th>ATAR (inc. WACE, SACE, HSC/VCE)</th>
<th>WAJFP (CPS)</th>
<th>India/Pakistan</th>
<th>Sri Lanka</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>23</td>
<td>34</td>
<td>80</td>
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<td>53</td>
<td>65%</td>
<td>6</td>
</tr>
</tbody>
</table>

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### COURSE PREREQUISITES

- Mathematics is desirable.
- A three-year business course with an overall average grade of above 70.
- Not all majors are available. Visit handbook.curtin.edu.au
- Mathematics (including Calculus), Physics and Chemistry.
- Mathematics

^ See Notes on incidental fees on page 59.

Note: Not all majors are available for each course. Please check courses.curtin.edu.au for more information.
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 2016 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.

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.

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

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. Find your preferred course at courses.curtin.edu.au then hit Apply Now.
You will need to provide scanned, certified copies of any qualifications in support of your application.

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.

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

PORTFOLIO ENTRY
For selected Curtin courses, if you don’t have the requirements for entry, submitting a portfolio that demonstrates evidence of your academic achievements, qualifications and ability can get you into Curtin.
For more information, please visit curtin.edu.au/cbs/portfolio
For more information, visit business.curtin.edu.au
ABOUT CURTIN BUSINESS SCHOOL

Curtin Business School (CBS) is one of the most comprehensive business schools in Australia and has considerable experience in providing high quality and transformative education and research across Australia and Asia.

Among the top ten business schools in Australia, CBS has once again received a 4-Palmes ranking in the prestigious Eduniversal Business School Rankings (2014). With around 70 business leaders who use their knowledge and experience to shape course content, CBS has one of the most extensive industry advisory group networks of any Australian business school.

CBS is committed to providing courses that combine business knowledge and professional skill development to ensure that our students are highly trained and industry ready when they graduate.