



Curtin University

CURTIN BUSINESS SCHOOL

ABOUT US



Make tomorrow better.

business.curtin.edu.au

WELCOME TO CURTIN BUSINESS SCHOOL

Curtin University provides more than 100 courses in applied, practical subjects with a strong emphasis on industry links, and international and intercultural awareness. Curtin students can work closely with business and industry through mentoring programs, voluntary work and industry placements, which help them to graduate with knowledge and skills relevant to industry needs.

Curtin Business School (CBS) is one of the largest business schools in Australia and is a significant multi-national player. Over 13,000 students from more than 140 countries study our comprehensive range of undergraduate and postgraduate business courses at Curtin University and its partner locations overseas.

Our business degrees are recognised globally through CBS's accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International.

CBS's quality business education and research was recognised in the Eduniversal Business School Rankings 2015, one of the world's most recognised higher education business school rankings.

The school received four Palmes of Excellence, which denotes 'significant international influence' and places Curtin Business School among the top 10 business schools in Australia.

Curtin Business School, through industry-connected innovative teaching and research, develops internationally focused graduates committed to excellence.

CBS has considerable experience and influence in providing high-quality and transformative education and research across Australia and the Asian region. One of our great strengths is our ability to produce industry-ready graduates. CBS also offers customised short courses and executive education programs to industry to help a wide range of organisations improve their performance. These factors contribute towards our position as a favoured partner for those recruiting people across the board – from small and medium enterprises through to large multi-national corporations.

It is important to us that our graduates fully appreciate the complex nature of the international business world and are comfortable working across and within diverse cultures. Our close links with business and industry make us well regarded and considerably influence the relevance and high standards of our business education. The strong international profile of our students and staff ensures we are a business school that continuously looks beyond domestic issues to the greater global picture.

Another central aspect of CBS is our high-quality, strategic research activities that are focused on producing innovative solutions to real-world problems. We forge strong partnerships with industry so we can conduct research to help build a sustainable economic future for Western Australia and other communities throughout the world.

The support of more than 200 academic and professional staff, together with our extensive network of international campuses and partners, means we maintain a global perspective and a commitment to being the preferred provider of highly-trained graduates and business solutions. Our commitment is to **make tomorrow better**.





EDUCATION FOR THE REAL WORLD

OUR IMPORTANT INDUSTRY CONNECTIONS

At CBS we pride ourselves on providing courses distinguished by an applied and professional emphasis, which makes them relevant in the real world. To this end, we actively engage at all levels across key industry sectors – small, medium and large businesses, the professions, the not-for-profit sector and government. This enhances our teaching, research and student experience.

Business and industry understand the responsibility of shaping their future workforces, so CBS provides opportunities for industry representatives to help define business courses and how they are taught. The CBS Advisory Board network forms one of the most extensive advisory groups of any Australian business school. It comprises around 70 business leaders who use their knowledge and experience to shape course content. Contributors include company CEOs and directors, and senior government officers.

Together with CBS, these business and industry leaders ensure that CBS education remains relevant and stimulating for students. Their insights help to ensure that our courses are responsive to the market and that the skills and knowledge gained by CBS graduates are aligned with industry needs. Business and industry representatives also advise us on the spaces, equipment and skill-sets needed to simulate real-world environments.

Curtin Business School's comprehensive, industry-led curriculum prepares graduates for excellence in all key business professions and sectors.

CBS has a number of high-profile adjunct professors, who contribute their local, national and global perspectives towards the strategic direction of our courses. They advise us on trends and best practice in their respective industries. They also counsel CBS with regard to industry research and development, working to support the alignment of the university activity with real-world requirements. Our adjunct professors also contribute directly to our student experience program through activities such as guest lectures, and student and industry forums.

PROVIDING REAL-WORLD EXPERIENCE

The classroom is not the only place students grow and learn with CBS courses; a strong emphasis is placed on gaining real-world experience. Through our links with industry bodies and organisations, a number of postgraduate courses and undergraduate majors involve professional placements or internships at home or abroad. Students are placed with a relevant organisation and can apply what they have learned in their coursework. This helps them make the transition into the business world by providing them with important practical experience and an opportunity to hone their skills before graduation. Other opportunities for learning from industry include professional networking events, industry site visits, and assignments where students work on projects in class for real-life organisations.

With CBS's new Business Internship Unit, students gain professional work experience whilst they study. Through our partnership with the Chamber of Commerce and Industry of Western Australia, students can intern at a relevant business and work on a real-world project related to their area of study. Not only does a business internship provide credit towards their degree, it will also provide industry experience to develop their practical skills, ensuring they're job-ready.

CBS regularly hosts, sponsors and participates in a range of professional events and academic conferences. This enables students to encounter industry professionals and their perspectives, as well as contribute towards a continuing dialogue between academics, government and industry. Many of our courses are also recognised by relevant key industry bodies such as CPA Australia, the Australian Property Institute, the Taxation Institute of Australia, the Chartered Financial Analyst Institute, the Australian Institute of Management and the Australian Human Resources Institute, progressing students towards membership of professional networks.

AN INTERNATIONAL PERSPECTIVE

ABOUT CURTIN UNIVERSITY

Curtin University is Western Australia's largest and most preferred university, recognised for the practical and applied nature of its courses. More than 53,000 students study courses across its five teaching areas: the Centre for Aboriginal Studies, Curtin Business School, faculty of Humanities, faculty of Health Sciences, and faculty of Science and Engineering.

Research activities at Curtin are focused on solving real-world problems. The University has a strong commitment to international engagement, Indigenous education, culture and regional education, and also promotes an ethic of community service.

In addition to its main Bentley Campus in Perth, Western Australia, Curtin offers teaching programs in rural and remote locations around the state, has campuses in Sarawak and Singapore, and offers programs in collaboration with 90 universities worldwide.

BUSINESS EDUCATION IN A GLOBAL CONTEXT

CBS is one of the Asia-Pacific region's largest multi-national, multicultural business schools. It was one of the first business schools in Australia to deliver offshore courses, setting up several business programs in South-East Asia during the 1980s. The school is now regarded as a major international provider of business education, our strong international profile and multi-national reach ensuring we look beyond the domestic market and towards the greater global picture. In keeping with this, we develop a diverse international perspective through our curriculum and research activities.

CBS prepares its graduates to be commercially aware of both local and global business environments. Many of our teaching staff have worked overseas and provide an international perspective to business education, which is increasingly important in the global marketplace.

With alumni from more than 100 different countries, CBS also has a diverse student body, helping to enhance the student experience. Providing international perspectives adds depth to our teaching and research, and helps students gain an appreciation of international business issues and the global context, as well as providing opportunities for international networking. This translates into a business degree that is portable and applicable across the globe – one of the many reasons why our graduates have built successful careers not only in Australia but other parts of the world.

Curtin has campuses in Singapore and Sarawak, as well as international and local partnerships with offshore universities and organisations in destinations including China and Mauritius. This enables our business students in offshore locations to obtain a fully accredited Australian qualification identical in standard to that offered at Curtin's Bentley Campus. Close to 4,500 CBS students are located at overseas or partner institutions.

CBS also offers a wide range of student exchange options, with more than 60 exchange partners in 16 countries, demonstrating that we are truly international in providing students with the opportunity to prepare for business careers anywhere in the world.

As one of the largest business schools in the Asia-Pacific, Curtin Business School offers students access to overseas study, global learning networks and courses that have internationally recognised accreditation.





INNOVATIVE AND APPLIED RESEARCH

SUSTAINABLE SOLUTIONS

CBS research has an emphasis on application, and is underpinned by strong partnerships with industry, business and government. Our focus is on high-quality, strategic research that produces innovative and sustainable solutions to real problems.

As one of the largest business schools in Australia, CBS is able to offer an array of research expertise to government and industry. Many of our projects are collaborations with government, business, public-funded agencies, other universities and other Curtin faculties, and as a result greatly benefit the community locally, nationally and globally. CBS provides research expertise to industry across a range of themes and is able to partner on large and small projects.

A strong international focus also underpins our research. While the primary focus of our work is on building a close understanding of Western Australia's economic, social and public policy environment, our extensive network of international campuses, partners and research students means we maintain a global perspective in all aspects of our research activities.

Even when seeking solutions to local business issues, we look at what other countries have done to solve similar problems and what is happening in the greater regional and global context. Ultimately, we work to ensure our research has the broadest relevance possible.

RESEARCH STRENGTHS

Our research activities are concentrated around several areas of expertise. This focus doesn't mean we narrow our scope – our research remains broad to ensure intellectual breadth and vigour. Our focus on these areas also encourages collaborations to develop.

They include:

- Accounting Education
- Applied Law, Taxation and Regulation
- Big Data
- Communication and Media Effectiveness
- Corporate Social Responsibility and Sustainability
- Critical Management Studies
- Customer Experience
- Empirical Finance
- Energy and Mineral Economics
- Entrepreneurship and Innovation
- Financial Reporting Quality and Capital Markets
- Foreign Direct Investment and Multinational Companies
- Health Economics
- Housing Economics
- Human Capital and Resources Management
- Labour Markets
- Logistics and Supply Chains
- Luxury Branding
- Management Strategy and Decision Making
- Not-for-Profit and Public Sector
- Public Policy and Finance
- Research in Development
- Sustainable and Health Tourism

Curtin Business School focuses on applied research that is conducted in close partnership with key industry players.

QUALITY EDUCATION

BUILDING STRONG FOUNDATIONS

As business environments constantly change to reflect economic, technological and socio-cultural developments, our teaching curriculum, too, is constantly evolving. Our courses develop the generic professional skills demanded by employers in rapidly changing work environments, including the ability to work independently and in teams, leadership, information and communication skills, problem-solving, and the ability to appreciate cultural diversity. Underpinning all of our teaching is a strong emphasis on ethical business practices.

CBS focuses on engaging and preparing students right from the start to help them fully realise their potential. We prepare our graduates to be commercially aware from their first working day and place great emphasis on real-world understanding of global business.

CBS strives to not only attract teaching staff with academic expertise but also those who bring international and industry experience to their role, meaning students get to learn from experts in their field. Students also have opportunities to gain practical experience through work placements, internships and assessments based around real-world projects and scenarios.

We continually adapt our teaching curriculum to account for economic, technological and sociocultural developments. These initiatives are undertaken in close consultation with our advisory board members, who are professional representatives in their respective industries.

In addition to this, professional accreditation is an important consideration of CBS, meaning our courses are carefully designed to meet the educational requirements for membership to professional associations.

TEACHING AREAS

CBS offers a comprehensive range of business degrees across seven Schools located on the Bentley Campus and Perth's Central Business District (CBD).

Accounting

The School of Accounting offers a range of excellent, highly regarded accounting programs, evidenced by their recognition within the industry. The courses are fully recognised by professional accounting bodies in Australia, including CPA Australia, the Chartered Accountants Australia and New Zealand (CAANZ) and the National Institute of Accountants (NIA). Our graduates are employed by both the private and public sectors.

Curtin Graduate School of Business

Based in the Perth CBD, the Curtin Graduate School of Business is home to the highly regarded Master of Business Administration (MBA), and the Master of Science in Mineral and Energy Economics (MScMEE). Specialist programs in oil and gas, and strategic procurement are offered alongside these generalist degrees, as well as double degree options.

Economics and Finance

The School of Economics and Finance teaches economics, finance and banking, and property studies, with each discipline being a starting point for a number of important and stimulating career paths. Students are taught to think analytically and develop models appropriate to understanding change and the consequences of decision-making in the private and public sectors.

Information Systems

The School of Information Systems offers courses in business information technology, business information systems, and logistics and supply chain management, providing both the business and hands-on skills needed to excel in these areas. The school's programs are focused on integrating theory with practice, and ensuring courses are relevant to industry including the mining and energy, banking, financial services, government, and health industries.

Law

The Curtin Law School offers a Bachelor of Laws (LLB) degree, which satisfies the academic requirements for admission to legal practice in Western Australia.

Our law school campus in the Perth CBD allows law students to undertake some of their studies in close proximity to the main courts. Students have the opportunity to gain applied industry experience via a legal clinic within the school and benefit from simulated court proceedings in our new moot court facility. The four-year LLB can be completed in three calendar years due to its trimester delivery mode. Business law and taxation courses are also taught by the Curtin Law School.

Curtin University is ranked in the top 2% of universities in the world and is recognised as one of the most international and collaborative universities.*

*ARWU 2016, Times Higher Education 2016, Nature Index 2016

Management

The School of Management teaches students the professional skills required for a range of careers within the management discipline including general management, international business, events management, entrepreneurship, human resources and employment relations. Many programs offered by the school are recognised by professional bodies such as the Australian Institute of Management and the Australian Human Resources Institute.

Marketing

Curtin's School of Marketing is one of the largest and most comprehensive marketing schools in Australia. In line with global industry trends, it integrates advertising, marketing and public relations, as well as tourism and hospitality, offering a range of innovative double majors and cross-disciplinary courses. Our marketing courses have a high level of recognition and credibility among professional and employer groups, and the school is the inaugural member of The Communications Council Education Network.

OTHER SERVICES AND FACILITIES

Centre for Entrepreneurship

The Curtin Centre for Entrepreneurship (C4E) is focused on training owners and managers of small-to-medium enterprises (SMEs). Since it was founded in 1995, C4E has been delivering high-quality, comprehensive and practical business improvement programs under the banner of Curtin Growth. C4E now offers a wide portfolio of education options for SMEs, including the Ignition program for potential startups and innovators.

CBS Industry Connect

CBS Industry Connect is an initiative that aims to link students to real business and help them gain a

competitive edge. Students are exposed to a variety of opportunities including networking events, internships, professional training and guest lectures by industry experts and working on real-life projects for businesses.

CBS Communication Skills Centre

The CBS Communication Skills Centre provides linguistic and study skills support to Curtin business students, assisting them to make a smooth transition into the university learning environment. The centre provides free services such as specialised workshops, skills development short courses and useful online materials.

Trading Room

The CBS Trading Room provides a simulated real-world environment where students can apply financial theory and learn how to trade on the stock exchange. It is the only university trading room in Western Australia.

The Agency

Students can experience first-hand how major global brands monitor their digital presence at The Agency. The new facility gives business students the opportunity to track online trends in real time and carry out social media marketing analytics in a technology-rich environment.

Curtin Business School courses combine flexible learning opportunities and a focus on real business practice to produce innovative, self-motivated and globally conscious graduates.



We're part of the world's most prestigious business school network.

CBS is recognised as an elite global business school through accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International.

AACSB accreditation is awarded to business schools that meet the strict standards of quality academic and professional excellence and is known, worldwide, as the longest standing, most recognised form of professional accreditation an institution and its business programs can earn.

AACSB accreditation means that your business degree will be recognised around the globe.

business.curtin.edu.au/accreditation-rankings



Curtin Business School

Curtin University

Bentley Campus

Kent Street, Bentley WA 6102

Postal Address:

GPO Box U1987, Perth WA 6845

Tel: +61 8 9266 1000

Email: futurestudents@curtin.edu.au

Web: business.curtin.edu.au

Disclaimer and Copyright Information

Information in this publication is correct at the time of printing (October 2016) and valid for 2016, but may be subject to change. In particular, the University reserves the right to change the content and/or method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations on enrolment in any unit or program, and/or to vary arrangements for any program.

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

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

Curtin University is an accredited member of AACSB International – the Association to Advance Collegiate Schools of Business.

Copyright © Curtin University 2016

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

Published by Curtin Business School, Curtin University.

CRICOS Provider Code 00301J

Curtin University is a trademark of Curtin University of Technology

Note to International Students

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

business.curtin.edu.au