Business School

Business studies:
Undergraduate course guide 2017

- Accounting
- Business Law
- Economics
- Finance
- Human Resource Management
- Management
- Marketing
- Work and Employment Relations
“My first year at UWA has been filled with excitement, learning and building my networks with professionals. The lecturers are dedicated, the grounds are beautiful, and it is a very relaxing campus. The networking opportunities are great!”

Sarah Eardley-Wilmot
Accounting

“The course structure facilitates a deep level of understanding in a way that continually piques my interest and curiosity, which is the best form of learning for me.”

Ayush Kapoor
Accounting & Finance

“The UWA Business School has provided an all-encompassing learning experience. It has given me the opportunity to gain knowledge and skills and expand my networks through involvement in student societies such as the Finance Association of Western Australia.”

Georgia Denny
Finance

2 The University of Western Australia
“A Commerce degree from UWA has allowed me to gain opportunities in exciting locations such as San Francisco. Having the opportunity to get involved with student clubs has really enriched my experience and provided an extra avenue to further my knowledge and build networks.”

Michael Ng
Finance

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Image: UWA Business School students in the Student Common Room
Photographer:
Matt Galligan
Choosing to study business at The University of Western Australia is the first step towards a successful career. Established in 1911, UWA has shaped the future of over 100,000 graduates to date and continues to attract some of the highest quality undergraduate students of any university in Australia.

The University is a member of the prestigious Group of Eight (Go8) network, which comprises Australia’s leading research-intensive universities, as well as a member of the World Universities Network and a founding member of the Matariki Network of Universities.

UWA’s undergraduate students consistently perform above both the state and national averages in graduate employment rates and graduate salaries. The 2015 edition of the Good Universities Guide – the foremost non-government ranking of Australian universities – rates UWA equal first in Australia on key performance measures, giving UWA five-star ratings for graduate starting salaries, student demand, research intensity and research grants.

Achieve with UWA
As one of the premier business schools in the Asia-Pacific region, the UWA Business School works closely with leading companies, a network of individuals and graduates, and the broader business community.

The UWA Business School’s partners provide guest lecturers, case studies, mentoring, and a suite of scholarships and prizes, all designed to support our students as they achieve at the highest level. Further, our connections with industry allow you to engage with potential employers and ensure our teaching is always informed by practical, industry-relevant expertise.

**A global degree**

A degree from the UWA Business School is your passport to the world. We are the only business school in Western Australia, and one of only eight institutions in Australia, to be accredited by both the European Quality Improvement System (EQUIS) and Association to Advance Collegiate Schools of Business (AACSB).

These are leading business school accreditations in Europe and North America, meaning that employers around the world recognise the quality of a UWA degree in business.

To learn more visit [business.uwa.edu.au](http://business.uwa.edu.au)
Choosing your study pathway in business

UWA gives you the flexibility to study either one or two majors within any of the University’s undergraduate degrees.

The UWA Business School offers majors in all the traditional areas of business and economics.

You can choose to study:
• Accounting
• Business Law
• Economics
• Finance
• Human Resource Management
• Management
• Marketing
• Professional Economics
• Work and Employment Relations

These majors can be studied as a degree-specific major within the Bachelor of Commerce, or as a second major within any of the University’s undergraduate degrees – which include the Bachelor of Arts, Commerce, Design, and Science. Each of these degrees can be completed in three years of full-time study, or the equivalent in part-time study.

All majors in business can also be studied as either a degree-specific major or a second major within the Bachelor of Philosophy (Honours), a four-year full-time degree (or equivalent in part-time study) with a strong research emphasis.

Students nominating a business major as their degree-specific major in the Bachelor of Commerce or the Bachelor of Philosophy (Honours) will also complete four complementary units designed to provide additional knowledge across a broad range of business areas.

For full course details, see UWA’s Undergraduate Course Guide or visit studyat.uwa.edu.au

Please note:

1. Business Law is taught through the Faculty of Law
2. Professional Economics is only available within the Bachelor of Commerce or Bachelor of Philosophy (Honours) and cannot be combined with a second major
3. Work and Employment Relations is only available as a degree-specific major within the Bachelor of Arts or Bachelor of Philosophy (Honours). It is available as a second major within any of UWA’s five undergraduate degrees.
Combine a business major with a major in arts, science or design—or with a second major in business—to gain critical skills and give yourself a competitive edge in whichever career you choose.

A business major will develop your analytical, communication and problem solving skills, in addition to equipping you with subject-specific knowledge. By including business in whichever degree you choose to study, you will add to your skill base and open up an exciting new range of career options. It is important to check your plans carefully with a student adviser. For more information, visit studyat.uwa.edu.au

Tailor your degree to suit your interests

Popular combinations of majors include:

<table>
<thead>
<tr>
<th>Majors</th>
<th>Related careers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting + Agricultural Science</td>
<td>Agricultural consultant</td>
</tr>
<tr>
<td>Accounting + Finance</td>
<td>Investment banker</td>
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<tr>
<td>Economics + Conservation Biology</td>
<td>Environmental economist</td>
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<tr>
<td>Economics + Population Health</td>
<td>Health economist</td>
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<tr>
<td>Economics + Finance</td>
<td>Financial economist</td>
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<tr>
<td>Finance + Engineering Science</td>
<td>Project manager</td>
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<tr>
<td>Human Resource Management + Work and Employment Relations</td>
<td>Human resources manager</td>
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<td>Management + Marketing</td>
<td>Marketing manager</td>
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<tr>
<td>Management + Psychology in Society</td>
<td>Management consultant</td>
</tr>
<tr>
<td>Marketing + Communication and Media Studies</td>
<td>Advertising account executive; marketing co-ordinator; public relations consultant</td>
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</table>
While studying at the Business School, you will have opportunities to engage in extra-curricular activities that will heighten your business knowledge, allow you to network and build valuable business connections, and further develop and apply the skills you learn in the classroom.

Experience more:
Life as a business student

You will have access to opportunities such as:
• Participating in competitions such as the Google Online Marketing Challenge, UBS Investment Banking Challenge, and Enactus Championships
• Volunteering as a leader in Peer Assisted Study Sessions
• Attending public lectures with national and international business leaders
• Attending boardroom lunches with company CEOs and executives

• Undertaking a practicum with an approved partner organisation and gaining hands-on experience
• Taking part in the UWA Careers Centre’s Mentor Link program
• Attending career presentations and recruitment activities
• Joining one or more of the many student associations and clubs and participating in social, professional, academic and cultural activities
Launch your own business

Bloom is a club for people who want to create things and change the world! If you have an idea for an awesome business, or a way that you would like to give back through a charity (or even a combination of both – a social enterprise), Bloom can help you get up and running.

Bloom, who are affiliated with the UWA Business School, provide members with opportunities to connect with the business world through interactive workshops and seminars, ground-breaking hackathons, and exciting social networking events.

UWA students and young people of all experience levels are welcome.

“Bloom in an amazing initiative that helped me become interested in entrepreneurship, where I hadn’t even considered it as a possibility before.

I’m now running my own start-up, veri.vote - a secure online voting system, which has just raised angel investment and was even featured on ABC News. Bloom is helping young people like me realise that they can affect change in the world.”

Dylan Johnston
Co-Founder, veri.vote
UWA graduate

Student societies

If you want to extend your skills, meet new people and show employers that you can put your degree into action, you can join one of the UWA Business School’s student societies.

Members of student societies have the opportunity to: attend presentations from prominent business leaders; network with industry representatives; socialise with fellow students; compete in competitions; and take on leadership roles within each student society.

Student societies and organisations currently based at the UWA Business School and open to undergraduate students include:

- **Australia-China Youth Association** (promoting cross-cultural engagement, academic and business partnerships)
- **AIESEC** (leadership through international volunteering and internships)
- **Bloom** (entrepreneurship and innovation)
- **Consulting Society** (management consulting)
- **ECOMS UWA – The Economics and Commerce Students Society of UWA**
- **Enactus UWA** (see page 13)
- **FAWA – The Finance Association of Western Australia**
- **MARKAM - The Marketing and Management Association of UWA**
- **SMIF - UWA Student Managed Investment Fund**
- **Women in Business**
As a UWA student, you can benefit from our extensive network of international institutions by completing part of your undergraduate degree overseas.

UWA has agreements with over 100 universities globally. In addition, the UWA Business School has specific partnerships with more than 30 of the world’s leading business schools – so you can spend a few weeks, or one or two semesters, studying in Austria, Canada, China, Denmark, France, Germany, Italy, Singapore, the United Kingdom, United States and many other destinations.

Studying overseas allows you to experience a new culture and a new university, collaborate with students from across the globe, enhance your knowledge from a global perspective, highlight your versatility to potential employers, and build truly international networks.

Examples of short-term programs available to UWA Business School students include:
• Australian Consortium for ‘In-Country’ Indonesian Studies (ACICIS)
• CRCC Asia
• London School of Economics Summer School
• UCLA Study Abroad
• And many more!

“St. Gallen is home to many innovative start-ups, and the university has an abundance of opportunities for students to further their interests in start-ups, consulting and banking, just to name a few. I spent most weekends away exploring other cities, seeing gigs all around Europe, and going to as many Christmas Markets as I could once the weather turned colder. The experience was truly life changing and is one of the main things I will take away from my degree.”

Hayley Baker,
UWA Commerce student
UWA Exchange Program 2015 - University of St. Gallen (Switzerland)
Do you want to experience living and working in California?

The Stanford Summer Session—through a unique partnership with the UWA Business School—gives you the chance to study and travel in California over the American Summer.

You can join students from UWA and around the world and spend eight or nine weeks living and learning in the heart of Silicon Valley. Choose from over 175 courses taught by engaging, world-class faculty.

Experience American business, politics and culture, and receive credit towards your degree!

Learn more at summer.stanford.edu

“I laughed out loud yesterday walking through the campus when it finally sunk in that I had made it to Stanford - an incredible dream fast-tracked by the UWA Business School.

The classes here are really stimulating, and I’ve already made so many friends on and off campus - not to mention explored sunny California. I’m so grateful for this journey of a lifetime!”

James McCarthy-Price
UWA student and Stanford Summer Session participant 2015
Scholarships and prizes

With the generous support of individual and corporate sponsors, the UWA Business School offers a number of scholarships and prizes to help our students reach their full potential. Each scholarship is awarded on specific criteria, which often includes academic merit, financial hardship, leadership potential, regional and remote locations, and interest in certain study areas.

For more information on scholarships, visit business.uwa.edu.au/scholarships

“It means a great deal that ATCO Australia provides financial assistance to students, many of whom, like me, find it very difficult to make ends meet.

I’m extremely grateful to be this year’s recipient of the scholarship as it will ensure I can provide for my family as well as continue to pursue my dream of qualifying as an Accountant.”

Amy Darby
ATCO Australia Undergraduate Scholarship recipient, 2015

Business Practicum

UWA students can choose to enrol in the Business Practicum – a unit in which students spend 100 hours working on an approved real-life project, with a company or organisation outside the University, while gaining credit towards their degree.

Organisations which have previously hosted students include the Chamber of Commerce and Industry of Western Australia and Wesfarmers.

Commerce graduate Amy Ingram-Gillson completed the Business Practicum in her final year of study. While based at the Chamber of Commerce and Industry of Western Australia, Amy assisted the Human Resources division in evaluating the current pay levels of a group of employees. This included undertaking an industry-wide salary survey and preparing a report on the effects of perceived pay fairness on employee outcomes.

“My time at CCI has proven to be invaluable in terms of the understanding it has given me of Employment Relations, the skills and knowledge I have gained and the relationships I have developed. Through my reading of case law and observation of hearings at Fair Work Australia, I have grown in my understanding of the law and the procedures involved in handling industrial disputes.”

Amy Ingram-Gillson
UWA Business School graduate
the 2014 MoneySmart Weeks Award. To date, over 18,000 students have benefited from the program.
• Create Vision, which provides continuous career mentorship and employment support to homeless individuals in the Perth community. Enactus UWA has partnered with Ruah, a community services organisation, to empower and upskill homeless individuals throughout the job-seeking process and beyond. Create Vision positively impacts homeless individuals by working with them to articulate their past experiences, define their future goals, and realise their individual potential.

Enactus UWA’s projects include:
• Finance for Life, an online simulation program that introduces the basic concepts of finance to high school students. The program holds accreditation from the Australian Securities and Investment Commission and won a ‘Highly Commended Award’ from the 2014 MoneySmart Weeks Award. To date, over 18,000 students have benefitted from the program.

“Enactus provides an incredible opportunity for like-minded students, academics and professionals to create positive change through the power of collaboration and innovation. This year, our two student-run projects have improved the lives of over 3,200 people. Witnessing ideas turn into reality, and that reality turn into meaningful empowerment, has been extremely rewarding.”

Jasper Johnson
Enactus UWA President 2015/16
Accounting

Do you excel at analysing detailed and complex information? A qualification in Accounting will allow you to provide financial advice to individuals and organisations around the world.

Accounting is essential for monitoring and guiding business operations to enable managers to gain an accurate and up-to-date picture of the financial health of their organisations.

Studying Accounting will teach you to understand the principles of financial accounting reports; analyse accounting information to evaluate and form a judgement about business performance; prepare optimal resource allocation within an organisation; and effectively communicate the results of financial findings.

Specialist focus

While studying Accounting, you can choose to gain an overall understanding of the field or select units that provide you with a specialist focus.

Financial Accounting

Financial Accounting will provide you with an understanding of how to prepare financial accounting reports, develop your skills in using accounting information for problem solving and decision making, and develop your awareness of key issues in related professional disciplines such as taxation, auditing and management services.

Management Accounting

Management Accounting focuses on the effective allocation of resources within an organisation. It will give you an understanding of how much various activities cost and the profit margin derived from each product or service provided. It is also concerned with performance evaluation and development and has close links with disciplines such as organisational behaviour, marketing, and economics.

Combine Accounting with…

Accounting is available as a degree-specific major within the Bachelor of Commerce or Bachelor of Philosophy (Honours), or as a second major within any of UWA’s five undergraduate degrees.

Accounting can be combined with almost any major you choose. It is often studied alongside:
- Business Law
- Engineering Science
- Finance
- Law and Society
- Management
- Natural Resource Management

Careers

Graduates are equipped for employment in a wide variety of positions across the public, private and not-for-profit sectors, and have found employment in roles including: auditor, budget accountant, finance manager, forensic accountant, investment analyst, and treasurer.

Employers of UWA graduates qualified in Accounting include the Australian Taxation Office, accounting firms such as EY and PricewaterhouseCoopers, banks such as Commonwealth Bank and ANZ, consultancy firms, small businesses, and government departments such as Treasury and the Department of Health.

Student profile

Timy Liu

“I chose an Accounting major because of the endless opportunities that would open up for me once I finish my degree. My degree would allow me to travel and gain irreplaceable experience on an international stage.

Pairing my Accounting major with a language other than English has given me the option to undertake internships and exchange programs outside Australia. I really enjoy the opportunities I have to apply what I’ve learned in the classroom in a real-life setting by getting involved in clubs around the UWA campus.”

Professional accreditation

The Bachelor of Commerce Accounting major is recognised by Australian and international professional bodies. With appropriate unit selections, you can seek accreditation with CPA Australia, Chartered Accountants Australia and New Zealand (CAANZ), and the Institute of Public Accountants (IPA).
Business Law

All businesses need to ensure they operate within legal and ethical boundaries. The Business Law major will teach you to co-ordinate processes and systems, and advise organisations on managing risk.

Business Law covers areas such as corporate governance and organisational structure, the management of commercial risk and the law relating to employment and industrial relations, contracts, torts and trade practices.

Students hoping to gain entry to the Juris Doctor, to qualify as a lawyer, may benefit from the study of the Business Law major. Students who are planning careers in professional accounting, business management, international trade, employment relations and the public service will also benefit from the study of Business Law, to help them stand out from the crowd.

Combine Business Law with…

Business Law is available as a degree-specific major within the Bachelor of Commerce or Bachelor of Philosophy (Honours), or as a second major within any of UWA's five undergraduate degrees.

Business Law can be combined with almost any major you choose. For example, it can be studied alongside:
- Accounting
- Finance
- Marketing
- Natural Resource Management
- Work and Employment Relations

Careers

Employers of UWA graduates who have studied Business Law include the Chamber of Commerce and Industry, Department of Consumer and Employment Protection, EY, Fair Work Australia, WA Industrial Relations Commission, and Woodside.

Student profile

Divya Raj

“Choosing to study Finance and Business Law has been an extremely challenging but rewarding experience. A combination of both Finance and Business is fundamental in almost every industry, making career opportunities more available.

I have also been fortunate to have the opportunity to have amazing lecturers and tutors. Joining ECOMS (Economics and Commerce Student Society) has allowed me to further my networking skills not only by making new friends but also through attending their social and career events.

UWA attracts some of the most intellectually capable and self-motivated students from all parts of the world, and being able to compare myself to some of the best students in the world is an exciting and motivational prospect for me.”
Economics is a broad discipline which focuses around one overarching question: how can resources be allocated in the best possible way?

Within this scope, you will study topics such as trade and the competitive structure of markets, the forces that influence long-term economic growth, inflation, unemployment and the balance of payments.

Specialist focus

While studying Economics, you can choose to gain an overall understanding of the field or select units that provide you with a specialist focus.

Applied Economics

Applied Economics is designed for students who would like to be a ‘practitioner’ of economics in either the private or public workforce. Its focus is therefore on giving students the analytical and research skills necessary to evaluate the effects of economic and social policies across a broad range of areas.

International Business Economics

International Business Economics introduces students to basic concepts of financial management, international trade and trade policy, international financial markets, global macroeconomic analysis and decision-making processes within firms.

Money and Banking

Money and Banking provides an introduction to banking, the Australian financial system, international financial markets and the macroeconomic environment in which financial markets operate. Topics covered include recent developments in monetary theory, bank risk management, bank performance analysis, derivative security markets and the international monetary system and foreign exchange markets.

Policy Economics

Public policy is broadly about two things: firstly, making choices over how scarce tax revenues are going to be allocated among thousands of competing claims; and secondly, changing people’s behaviour by changing their incentives. As a student in the Policy Economics area, you will learn the skills necessary to develop and evaluate public policy decisions.

Quantitative Economics

Quantitative Economics provides students with the specialist mathematical and econometric skills widely used in both economic research and the application of economic principles to real-world problems. Topics covered are a selection from matrix algebra, calculus, optimisation, statistics and econometrics. Particular emphasis is placed on the use made of mathematics in economic analysis and the role played by econometrics in the measurement of economic relationships and forecasting.

Economics

The Economics major consists of eight units and will develop your capacity to understand the fundamental workings of the economy and markets, and implications of economic policy.
**Combine Economics with…**

Economics is available as a degree-specific major within the Bachelor of Commerce or the Bachelor of Philosophy (Honours), or as a second major in any of UWA’s five undergraduate degrees.

Economics can be combined with a second major to equip you with understanding and skills in more specialised areas. For example, it can be studied alongside:

- Agricultural Science
- Conservation Biology
- Finance*
- Human Geography and Planning
- Law and Society
- Mathematics and Statistics
- Philosophy
- Political Science and International Relations
- Population Health
- Psychology in Society

*If you are interested in a career as a financial economist, you should consider combining the Economics major with a second major in Finance.

**Professional Economics**

Professional Economics is offered for students seeking to complete a more concentrated program of study in economics. This major is designed for those seeking to become professional economists and pursue careers such as economic analysts, economic consultants, and policy advisors.

Professional Economics follows a similar course structure to the Economics major, and also includes an additional six units in economics.

You will study microeconomic and macroeconomic frameworks to analyse economic problems, and produce and communicate economic research for fellow economists, business and policymakers. You will develop the capacity to analyse economic issues that pertain to the domestic and world economies.

The Professional Economics major can only be taken in the Bachelor of Commerce or the Bachelor of Philosophy (Honours). The study of a second major with Professional Economics is not possible.

**Student profile**

**Jasmin Sekhon**

“Economics at UWA has given me a deeper understanding of why and how decisions are made in society. The diverse mix of units on offer not only cover fundamental economic theories but use economic logic to deconstruct current global events. It is this synergy between theory and reality that makes the degree so interesting. Economics is not just an area of study, it is a way of thinking that can be applied to every aspect of life.

My involvement in a student club, Enactus UWA, has enabled me to apply the business concepts I learn in lectures to real life in order to make a sustainable positive impact on society.”

**Careers**

A major in Economics will prepare you for work in financial institutions, government departments, international agencies and the private sector as a forecaster, analyst or consultant.

For students intending to pursue careers as economic advisors in leading economic policy institutions such as the Reserve Bank, Treasury or Productivity Commission, or to pursue PhD studies in economics, the Professional Economics major is recommended.

Employers of UWA Economics graduates include the Australian and State Treasuries, Australian Stock Exchange, Chamber of Commerce and Industry WA, Commonwealth Bank, Department of Foreign Affairs and Trade, Reserve Bank of Australia, and Western Power.
Finance

Do you want to help individuals and organisations manage their money?

A major in Finance will teach you about the financing and managing of financial resources – how do managers make financial decisions, where do companies get their financing from, how do investors decide how they should invest, and what are the risks and rewards associated with differing financial choices?

The practical aspects of finance are taught from the perspective of a functioning organisation, and include corporate finance issues such as the appropriate mix of equity and debt to finance projects, identifying the optimal dividend policy, and the resourceful selection of business projects. You can also learn aspects of investment finance including risk and return trade-offs, workings of the capital markets, investment products and investment portfolios, and appropriate risk management techniques.

Specialist focus

While studying the Finance major, you can choose to study a broad range of units that will give you an overall understanding of the finance field, or select specific units that provide you with a specialist focus.

Corporate Finance

Corporate Finance is taught from the perspective of a company. For example, the key decisions that a chief financial officer has to make include finding the appropriate mix of equity and debt to finance a firm’s projects, identifying the optimal dividend payout policy and choosing amongst various business projects. Corporate Finance provides an analytical framework for identifying and evaluating information to make the appropriate decisions.

Investment Finance

Investment Finance is designed to develop the skills and competencies essential for making informed choices in building an investment portfolio. The specialisation develops skills in portfolio allocation, investment appraisal and the use of financial instruments such as options and futures and explores strategies for hedging and capital management are also explained. A moderate level of mathematics and statistics is involved.

Combine Finance with...

Finance is available as a degree-specific major within the Bachelor of Commerce or Bachelor of Philosophy (Honours), or as a second major within any of UWA’s five undergraduate degrees.

Finance can be combined with almost any major you choose. It is often studied alongside:

- Accounting
- Economics*
- Engineering Science
- Natural Resource Management

*If you are interested in a career as a financial economist, you should consider combining the Finance major with a second major in Economics.
“After graduating high school, my choice of career was uncertain. However, upon choosing to study Finance, I knew that this incredibly rewarding course was the one for me.

The hands-on work experience, supportive staff and the numerous opportunities offered by the faculty-related university clubs are just a handful of features that form the enjoyable UWA Business School experience.”

Anna Nguyen
Finance

Careers

Graduates are equipped for employment in a wide variety of positions across the public, private and not-for-profit sectors, and have found employment in roles including: auditor, bank manager, credit officer, finance broker, finance manager, financial planner, insurance broker, investment analyst, stockbroker, and superannuation officer.

Employers of UWA graduates who have studied Finance include the Reserve Bank of Australia, accounting firms such as EY and PricewaterhouseCoopers, commercial banks such as ANZ, investment banks such as J. P. Morgan, Deutsche Bank and Macquarie Bank, corporations such as Wesfarmers, BHP Billiton and Woodside, and government departments such as Treasury.

Professional recognition

UWA’s Finance major is accepted by the CFA Institute University Recognition Program. This means UWA’s Finance major positions students well to sit for the Chartered Financial Analyst exams. The CFA qualification is highly sought after by employers globally.
Human Resource Management

Learn how to recruit, train and develop an organisation’s most important asset: its people.

Human Resource Management brings together studies in management and psychology. This major provides you with a thorough theoretical and practical grounding in the management of people and employment in Australia and overseas. You will study topics such as organisational behaviour, employment relations systems and processes, human resource planning, recruitment and selection, performance management, training and development, occupational health and safety, work organisation, negotiation, and conflict resolution.

Combine Human Resource Management with...

Human Resource Management is available as a degree-specific major within the Bachelor of Commerce or Bachelor of Philosophy (Honours), or as a second major within any of UWA’s five undergraduate degrees.

Human Resource Management can be combined with almost any major you choose. It is often studied alongside:
- Anthropology and Sociology
- Management
- Marketing
- Political Science and International Relations
- Psychological Science
- Psychology in Society
- Work and Employment Relations

Careers

Graduates are equipped for employment in a wide variety of positions across the public, private and not-for-profit sectors, and have found employment in roles including: equal opportunities officer, human resources officer, human resources manager, industrial relations officer, management consultant, recruitment officer, training officer, trade union official, and workplace relations advisor.

Employers of UWA graduates who have studied Human Resource Management include corporations such as BHP Billiton, EY and Woodside, government departments, and recruitment and job agencies.

Student profile:

Zoe Langman

“The skills I have learnt during my studies have made me a strong leader and a respected co-worker. My studies at the University have enabled me to take part in opportunities such as vacation work where I was able to gain ‘real world experience’. The knowledge I attained during the course was extremely beneficial to the work I was undertaking.”
The Management major provides you with a comprehensive understanding of managing organisations effectively within different economic, social and political contexts.

You will have the opportunity to develop conceptual and practical skills in the areas of organisational behaviour; leadership; operations and project management; information systems management; learning and innovation; small business management; entrepreneurship; and strategic management.

**Specialist focus**

While studying Management, you can choose to gain an overall understanding of the field or select units that provide you with a specialist focus.

**Managing Organisations**
Managing organisations requires a broad range of skills, and this specialist area equips students accordingly, with units focusing on leadership, strategy, negotiation, and entrepreneurship.

**Managing Operations and Business Processes**
Modern businesses use a wealth of information, from economic forecasting and logistical statistics, through to market research and consumer feedback. The Managing Operations and Business Processes focus area will provide you with the skills and knowledge to interpret and act on a range of complex information.

**Managing International Business**
Managing International Business prepares students for a career in global business. With a focus on the Asia-Pacific region, this specialist area looks at both the theory and practical considerations of conducting business around the world – from acknowledging cultural differences, through to the logistical aspects of managing a geographically dispersed workforce.

**Combine Management with...**

Management is available as a degree-specific major within the Bachelor of Commerce or Bachelor of Philosophy (Honours), or as a second major within any of UWA’s five undergraduate degrees.

Management can be combined with almost any major you choose. For example, it can be studied alongside:
- Aboriginal Health and Wellbeing
- Computer Science
- Engineering Science
- Human Resource Management
- Law and Society
- Marketing
- Population Health

**Careers**

Graduates are equipped for employment in a wide variety of positions across the public, private and not-for-profit sectors. Many have gone on to find employment in roles such as: general manager, international relations manager, management consultant, operations manager, project manager, sales manager, and retail manager.

Employers of UWA graduates who have studied Management include government departments such as Department of Health and Department of Consumer and Employment Protection, small businesses, and organisations such as BHP Billiton, Wesfarmers and Western Power.

**Student profile**

**Ned D’Souza**

“The diversity of the Management major means it is perfect for those wanting to develop at any level of business, from growing start-up and entrepreneurial skills, to managing the challenges of an international business operating in a dynamic global environment.

This highly practical course provides students with a wide range of analytical skills and develops an innovative perspective of business. The Management major is an excellent complement to a number of majors both in and outside of commerce, including marketing, human resource management and engineering.

The excellent teaching staff within the Business School grow each student’s abilities and confidence in running a successful and profitable venture, and are invaluable in stimulating students’ critical thinking skills.

Outside of the classroom, the social and sporting clubs of UWA have allowed me to meet new people and travel interstate to compete at national events.”
Marketing

Do you want to know why customers choose certain products and brands, and what influences these decisions?

Come behind the advertising jingles to investigate the real world of marketing – consumer behaviour, product and services marketing, branding, not-for-profit and social marketing, digital marketing, ethical consumer practices, marketing research, project and channel management, and all the latest innovations in the field.

The Marketing major provides you with a strong understanding of the marketing principles essential for any marketing position. You will understand how to align customer needs to an organisation’s output of goods, services or information. You will also consider how a focus on customer needs ensures the continued growth in demand for an organisation’s outputs in a globally competitive environment.

Practical projects you will undertake may include developing marketing plans, implementing advertising campaigns, or conducting and interpreting interviews with customers.

Specialist focus

While studying Marketing, you can choose to gain an overall understanding of the field or select units that provide you with a specialist focus in Entrepreneurship and Innovation.

Entrepreneurship and Innovation

Entrepreneurship is the practice of starting or revitalising organisations to take advantage of developing opportunities. One of the most creative outlets in the business world, the entrepreneurship and innovation field provides a pathway for those who wish to place themselves at the leading edge.

Entrepreneurship is valued for its positive contributions to the economy, society and community development. Studying entrepreneurship will assist you to develop the skills necessary to start new ventures, develop and grow existing businesses or create an entrepreneurial and innovative climate in large organisations.

Combine Marketing with...

Marketing is available as a degree-specific major within the Bachelor of Commerce or Bachelor of Philosophy (Honours), or as a second major within any of UWA’s five undergraduate degrees.

Marketing can be combined with almost any major you choose. It is often studied alongside:
- Communication and Media Studies
- Economics
- English and Cultural Studies
- Finance
- Management
- Psychology in Society

Careers

Graduates are equipped for employment in a wide variety of positions across the public, private and not-for-profit sectors, and many have gone on to find employment in roles such as: advertising executive, brand co-ordinator, creative executive, customer relationship officer, electronic commerce co-ordinator, events co-ordinator, marketing co-ordinator, market researcher, public relations officer, and sales manager.

Employers of UWA Marketing graduates include government departments and private organisations such as ANZ, BHP Billiton, Rio Tinto and Wesfarmers.
Sofie O’Mara

“My Commerce major in Marketing has given me a diverse knowledge of corporate advertising, marketing strategies and, most importantly, consumer behaviour. All of these areas of business are essential to understanding the provision of goods, services and information in the global market economy.

I love UWA and believe it has a fantastic campus culture. I have been involved with the Student Guild, as well as various societies.

My role as Secretary of the Economics and Commerce Student Society (ECOMS) has given me extensive opportunities to network with representatives in the marketing and consulting industries and to develop skills in managing a team of outgoing people, enhancing my communication abilities, and promoting a range of ECOMS and other Business School initiatives on campus.”

Work and Employment Relations

Blend politics, law, sociology, economics, history, and more as you help both employers and employees get the most out of their relationship.

The Work and Employment Relations major focuses on the dynamics of workplace relations between employers and employees as well as the wider impact of employment relations on the economy, society and politics.

You will study how work is organised, the way employees are managed, the role of unions, how co-operation and negotiation can be developed, and how conflict can emerge and be managed.

Combine Work and Employment Relations with...

Work and Employment Relations is available as a degree-specific major within the Bachelor of Arts or Bachelor of Philosophy (Honours), or as a second major within any of UWA’s five undergraduate degrees.

Work and Employment Relations can be combined with almost any major you choose. It is often studied alongside:
- Anthropology and Sociology
- Business Law
- Economics
- Human Resource Management
- Management
- Political Science and International Relations
- Psychology in Society

Careers

Graduates are equipped for employment in a wide variety of positions across the public, private and not-for-profit sectors, and many have gone on to find employment in roles such as: employee relations officer, employment policy officer, equal opportunities officer, human resources manager, industrial relations manager, union official, workforce diversity manager, and workplace relations advisor.

Employers of UWA graduates who have studied Work and Employment Relations include the Chamber of Commerce and Industry WA, unions such as the Police Union and United Voice, government departments such as the Department of Commerce and Ministry of Manpower in Singapore, and corporations such as Alcoa, Paspaley and Shell.

Student profile:

Jessica Yeoh

“I chose majors in Management and Work and Employment Relations because I thought they would be useful for my future career. Although the future is filled with uncertainties, I know that I will do well as I am equipped with all the skills [for business] during my tertiary education.”
Meet our students and graduates

UWA Business School students and graduates are talented and enthusiastic, making a difference all over the world!

Experience the world
Rachel Fong grew up in Broome and completed a Bachelor of Commerce, with a major in Finance.

Rachel secured a graduate position with global resources company BHP Billiton, and encourages other rural students to consider university studies.

“I am excited to... personally tell all of you who come from a small town like me to get out, to experience the world, to study further and embrace all these opportunities that are only a two-hour plane trip away. Studying after Year 12 is so important - it gives you an endless amount of career opportunities, as well as the ability to make new friends and develop your independence.

UWA is more than just a place to study – it’s also a place to experience new things and make memories that would otherwise be just a daydream- I’m loving every minute of it!”

Pursue your interests
“I chose to study at UWA because it allowed me to combine a single major in Economics with a second major in Political Science and International Relations, whilst also pursuing my passion for Italian through a Diploma of Modern Languages.

My economics major has been both dynamic and challenging, providing me with a wide skillset that has led to an internship in Sydney performing cost benefit analysis, as well as an internship in Perth working under an economic policy advisor. I was also able to spend six months studying abroad at the University of Illinois, one the of the leading business schools in America.”

Eloise Ambrose is studying a Bachelor of Commerce and Diploma of Modern Languages.

Future of finance
Kent Kwan forged an international career with Macquarie Bank and JP Morgan, before returning to Perth to co-found AtlasTrend. The investment fund aims to help investors take advantage of four international growth areas: big data, healthy lifestyle, online shopping, and the spending habits of baby boomers.

At the UWA Business School, Kent delivers guest lectures, sponsors a student competition, and mentors students.

“The finance industry will no doubt go through many changes in the future. One thing that should never change is anyone who works in the industry should always remember they become a custodian for someone else’s hard earned money and should always act in that person’s best interest,” Kent says.

Kent Kwan holds a Bachelor of Commerce from UWA.
An international career at the World Bank

“I chose to pursue a Bachelor of Commerce as I wanted a passport to an international career in business. Armed with my UWA degree I headed off to Hong Kong and haven’t looked back.

After four years in Asia, I decided that speaking only English limited my options so I learnt Spanish and worked in Chile for four years. Next came the realisation I needed to update my business skills for the 21st century so did an MBA at “The Business School for the World”, INSEAD.

Next stop was Washington, DC with the World Bank where I work as a finance professional in international development. Sitting in my office just two blocks from The White House and working with colleagues from all over the world gives me a great perspective on world affairs. One of the best parts of my job is helping developing countries become members of the World Bank Group so they can access the financial products and technical expertise on offer.

One thing which has always stood me in good stead was the analytical and problem solving skills that studying commerce at UWA taught me, whether applied to global challenges, like poverty, or life’s simpler ones, like finding good fish and chips in the US.”

Rebecca Nicholls completed a Bachelor of Commerce and is now a Senior Financial Officer at the World Bank.

Mondays never looked so good

Sasha Wowesny completed her undergraduate degree with majors in Management and Marketing.

“In 2009, armed only with my UWA degree, a few hundred dollars, and a ton of sheer determination, I headed to where the very best in their field come to turn their dreams and ideas into big business – London.

After 2.5 years in financial services and many long nights networking and expanding my professional network, I knew enough people and had enough connections that I branched out on my own as a Sales & Marketing consultant working on projects ranging from funky tech start-ups to a luxury private jet company.

After a hectic few years working on multiple projects, I made the decision to follow my passion and today I own and run The London Pilates Company. Not only do I get to move every day and make people happy through exercise, I’m making money from doing something I love. Mondays never looked so good.”

From Pilbara origins to investment manager

James McClements grew up in the Pilbara and won a scholarship to study Economics at UWA while working summers in Newman and Port Hedland.

“A significant advantage to me in my career was the credibility that I had personally in talking about the mining industry as a result of growing up in mining towns. I lived the industry and its many changes and evolutions, and students in regional areas should not underestimate the unique perspectives that they can bring in pursuing a career in resources that such fundamental life experiences, living in a mining community provides.”

Now, James has extensive international fund management experience and is the Co-founder and Managing Partner of private equity fund Resource Capital Funds, where he oversees $3.4 billion in investments.

James is passionate about helping today’s students achieve to their full potential, and helped drive the establishment of scholarships at the UWA Business School.
After your degree

At UWA, after completing your undergraduate degree, you will have a range of exciting options. You can choose to start your new career by directly entering the workforce, or you can undertake additional university studies. Further studies will increase your knowledge and skills and increase your employability.

Honours

If you perform well in the first three years of your undergraduate degree, you can apply to undertake honours. This is an additional one-year course where you complete focused study and a research project in a specialist field of your choice. Honours is available in all business majors excluding Business Law.

Professional postgraduate qualifications

UWA offers professional qualifications, such as education, engineering, law and medicine, at postgraduate level for those who hold an undergraduate degree (or equivalent qualification).

The completion of a business major at undergraduate level will equip you with valuable skills to help you succeed in these professions.

Please note that some postgraduate courses may require the completion of a specific major at undergraduate level. For example, if you wish to apply for UWA’s Master of Professional Engineering, you will need to study the Engineering Science major at undergraduate level. The Engineering Science major can be combined with a major in business.

For more information on UWA’s postgraduate degrees, visit studyat.uwa.edu.au
Admission

UWA entry requirements

To be considered for an undergraduate degree you must achieve the University’s minimum entry score (ATAR of 80 or equivalent), and demonstrate English language competence (visit studyat.uwa.edu.au/elc), in addition to satisfying the relevant prerequisites for your major(s).

Some UWA courses require a higher ATAR score than 80. For example, to be considered for the Bachelor of Philosophy (Honours) degree you must achieve a minimum ATAR of 98 (or equivalent). Please note entry will be competitive, and satisfying the minimum entry score does not guarantee entry.

UWA also offers a range of Direct Pathways, which allow you to apply for an undergraduate degree, such as the Bachelor of Commerce, with an assured place in one of our postgraduate professional courses. You can apply for a Direct Pathway into professional postgraduate courses including dentistry, engineering, law, medicine, social work and teaching.

For more information on the admission requirements for Direct Pathways, visit uwa.edu.au/direct-pathways

Prerequisites

To enrol in a degree specific business major within the Bachelor of Commerce, you should have at least Western Australian Certificate of Education (WACE) Mathematics 2C/2D or Western Australian Certificate of Education (WACE) Mathematics Applications.

Students without Mathematics Applications can also meet this prerequisite by enrolling in a Mathematics Fundamentals unit during their first year of university. If you are studying a business major as a second major, this prerequisite may not be required.

Recommended courses: WACE Mathematics 3A/3B or Mathematics Methods (or equivalent) is strongly recommended.

If you have a secondary qualification other than a Western Australian school leaving qualification, visit studyat.uwa.edu.au/undergraduate/requirements.

Credit for prior learning

Applicants with prior tertiary studies are welcomed. Some credit may be given depending on grades achieved, currency of prior study and areas of study covered.

International students

International students should visit international.uwa.edu.au/students/esos for more information about the study environment, course fees and refund policy, support services and schooling obligations for dependent children.

Contact us

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