

# THE GOOD UNIVERSITIES GUIDE 2020

## BUSINESS & MANAGEMENT



This is a detailed profile of the business and management field of study. It lists the range of specialisations available and compares degree-level courses. We examine the institutions that get the best ratings, based on real student experience and graduate outcome data, which will help you decide the right university for your educational journey.

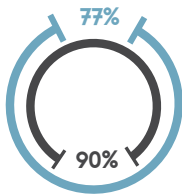
# BUSINESS & MANAGEMENT

If you are interested in business you should also look at your options in fields such as accounting and economics. Most students who consider business and management think they'll end up working in a corporate office, but not every course in this field will lead you to the corporate world.

## FULL-TIME EMPLOYMENT

**UNDERGRADUATE** **POSTGRADUATE**

Proportion of students who have secured a full-time job within four months of graduating.



## NUMBER OF STUDENTS



**87,468**  
UNDERGRADUATE  
INTERNATIONAL

**231,819**  
UNDERGRADUATE

**106,033**  
POSTGRADUATE

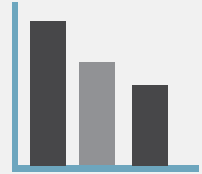


## MEDIAN GRADUATE SALARY

**\$56,000**  
UNDERGRADUATE

**\$105,000**  
POSTGRADUATE

## WHAT CAN I DO?



Business Analysis



Management



Marketing



Sales



Accounting



Human Resources

Data has been sourced from the Graduate Outcomes Survey. Results are pooled to represent graduates who completed the survey in 2018, 2017 and 2016. Graduates complete the Graduate Outcomes Survey approximately four months post-graduation.



# FIVE-STAR UNIVERSITIES

## BUSINESS & MANAGEMENT

EDUCATIONAL EXPERIENCE	GRADUATE EMPLOYMENT	LEARNER ENGAGEMENT	LEARNING RESOURCES
BOND 89.6%	CSU 90.8%	BOND 84.1%	BOND 93.9%
NOTRE DAME 85.9%	UNE 90.1%	NOTRE DAME 72.0%	DEAKIN 90.8%
FLINDERS 84.7%	SYDNEY 83.7%	SWINBURNE 71.9%	UniSA 90.2%
QUT 83.8%	UNSW 83.7%	WESTERN SYDNEY 69.6%	QUT 89.9%
FEDERATION 82.9%	BOND 82.3%	MURDOCH 66.3%	NEWCASTLE 89.2%
DEAKIN 82.2%	WOLLONGONG 82.2%	VU 65.1%	WOLLONGONG 89.2%
CURTIN 81.5%	FEDERATION 81.7%	UTS 63.8%	FLINDERS 88.4%
UNE 81.0%	COUni 81.7%	ECU 63.4%	QUEENSLAND 87.7%
ECU 80.9%	UTS 81.5%	RMIT 63.0%	CURTIN 87.5%
SWINBURNE 80.8%	<b>NATIONAL AVERAGE = 76.7%</b>	<b>NATIONAL AVERAGE = 59.8%</b>	<b>NATIONAL AVERAGE = 82.7%</b>
USQ 80.6%			
<b>NATIONAL AVERAGE = 76.7%</b>			
MEDIAN STARTING SALARY	SKILLS DEVELOPMENT	STUDENT SUPPORT	TEACHING QUALITY
UNE \$75,000	BOND 90.8%	BOND 90.7%	BOND 90.8%
FEDERATION \$74,000	NOTRE DAME 85.7%	UNE 82.2%	NOTRE DAME 85.4%
CDU \$71,100	FLINDERS 83.3%	NOTRE DAME 81.9%	FLINDERS 85.2%
CSU \$62,800	VU 82.8%	ECU 80.5%	QUT 83.2%
SWINBURNE \$60,000	QUT 82.8%	MURDOCH 80.1%	FEDERATION 83.1%
UNSW \$60,000	ECU 82.0%	USQ 79.5%	COUni 82.2%
SYDNEY \$60,000	WOLLONGONG 81.9%	SOUTHERN CROSS 79.0%	ECU 82.0%
USQ \$60,000	FEDERATION 81.9%	FLINDERS 78.9%	UNE 81.8%
CANBERRA \$60,000		CSU 78.9%	SOUTHERN CROSS 81.5%
ANU \$60,000	<b>NATIONAL AVERAGE = 77.8%</b>	<b>NATIONAL AVERAGE = 71.6%</b>	<b>NATIONAL AVERAGE = 76.9%</b>
<b>NATIONAL AVERAGE = \$56,000</b>			

WHAT TO STUDY

**WHAT DO THESE NUMBERS MEAN?** The ratings above represent the top 20 per cent of results for each measure in this particular field of study. For overall institution results, see the ratings section at the front of the guide.

# BUSINESS & MANAGEMENT

The following are just some of the majors you can study:

- Actuarial studies
- Business information systems
- Entrepreneurship and innovation
- Human resource management
- International business
- Marketing
- Supply chain and logistics

Business and management is one of the biggest and most diverse fields of study. Business specialisations cover everything from business administration and project management to entrepreneurship and international trade.

You need to work out what really appeals to you and in what areas you excel. You might want to work in big corporate business and maybe eventually run or start one. You're probably interested in learning the core business functions such as administration, management, marketing, business strategy and human resource management. Opt for specialisations that correspond with these functions or focus on emerging areas such as entrepreneurship or e-business.

## ACCOUNTING

Accountants play an active role in the business world and can work in any industry or sector. The field covers many different workplaces, roles and specialisations and there is much call for skill in making deals, getting on with people and thinking in big strategic terms.

Studying accounting doesn't necessarily mean choosing a Bachelor of Accounting. You might undertake a degree in business, commerce or economics with an accounting specialisation or a double degree pairing accounting with another field, such as law. However, if you want to qualify as an accountant you will need to complete accounting subjects in core areas.

For more information, visit:

- CPA Australia  
[www.cpaaustralia.com.au](http://www.cpaaustralia.com.au)
- Chartered Accountants Australia and New Zealand  
[www.charteredaccountants.com.au](http://www.charteredaccountants.com.au)
- Institute of Public Accountants  
[www.publicaccountants.org.au](http://www.publicaccountants.org.au)

## ECONOMICS

The following are just some of the majors you can study:

- Agricultural economics
- Economic history
- Economic policy
- Environmental economics
- Microeconomics and macroeconomics
- Property economics
- Trade and development

Economics is concerned with the way society distributes and uses resources such as land, labour, raw materials, and goods and services. Professional economists can study economic and statistical data related to all spheres of life and society, and often work in an advisory capacity, reporting and forecasting. While the federal Treasury, Reserve Bank of Australia and Productivity Commission may offer the holy grail of graduate positions, you should also consider alternative organisations that employ economists, such as unions, publicly listed corporations, finance and insurance companies, industry associations and universities.

Traditionally, the straight Bachelor of Economics covers a first year core curriculum of microeconomics and macroeconomics, history, theory and an introduction to the analytical and mathematical tools of the trade. After that, students can specialise in an area of interest. There is a wide range of specialisations such as business economics, transport economics and econometrics. Some focus on statistical and analytical modelling that can be applied to economic problems, while others focus on the practical details of the problems and specialise in specific global regions or industries.

For more information, visit:

- Economic Society of Australia  
<http://esacentral.org.au>

## WHERE TO STUDY

Your choice of institution depends on your needs and career aspirations. Have a good look at graduate ratings and course brochures to ensure that the course suits your needs. It's common to progress up the qualifications ladder, starting out with a VET qualification before entering a degree. Accounting specialisations are accredited by professional associations, so courses don't differ significantly between providers.

# MAKE YOUR MARK

#1 in Australia for Employability Skills\*



\*Employer Satisfaction Survey 2018, QILT.edu.au  
CRICOS PROVIDER NO. 00103D | RTO CODE 4909

## SAM



### BACHELOR OF BUSINESS (FINANCE AND INVESTMENT) FEDERATION UNIVERSITY

After graduating from Federation University, I have been employed at Latrobe City Council where I undertook work placement during my degree. I decided to pursue a career in the corporate environment and chose to study close to home, so Federation University was the perfect fit.

I enjoyed the range of business subjects, the small class sizes and the opportunity to apply for the Industry Placement Program. This became a highlight, as it prepared me for employment.

When on placement at Latrobe City, I worked closely with council staff on a wide range of tasks, including finance programs and data analysis – which has become one of my strengths. I believe that my degree and placement has been the ideal preparation for leadership positions in the future. I will always be appreciative of Federation University for allowing me the opportunities that have furthered both my personal and professional development.

# Love Business



Business  
Commerce  
Entrepreneurship  
Event Management  
Marketing  
Sports Management  
Project Management  
Information Systems



[torrens.edu.au](http://torrens.edu.au)

CRICOS Provider Number: 03389E

**MADISON  
BROWNE**



**BACHELOR OF BUSINESS (EVENT MANAGEMENT)  
TORRENS UNIVERSITY AUSTRALIA**

"I chose to study with Torrens University Australia because they offer me the chance to study the degree I want in a way that I want. The small class sizes, industry-experienced lecturers and project based assessments fit the way I want to learn perfectly. Our lecturers often teach us the content through examples and case studies from their own experiences as an event manager. I really enjoy this, as it is a very engaging and relevant way of learning the course material!"

# Come as you are, leave as you want to be.

Explore your possibilities  
[study.unimelb.edu.au](http://study.unimelb.edu.au)

CRICOS: 0016K



## DAVID BICKNELL



### BACHELOR OF COMMERCE THE UNIVERSITY OF MELBOURNE

Born, raised and educated in Melbourne, David Bicknell's career has taken him to the other side of the world, where he works for one of the world's most influential organisations.

Now based in California, Bicknell is Facebook's Infrastructure Finance Director, managing a large team that supports the development and operation of the company's global datacentre footprint.

It's not the career he had always expected. "I actually wanted to be a doctor for most of high school. Then I did a job suitability test with our career counsellor and it didn't seem to fit – which makes sense because I'm not a fan of blood," he says.

He eventually decided to enrol in the Bachelor of Commerce and found finance was a natural fit. "I went from an all-boys school straight to university. It was really enlightening for me - being surrounded by people from diverse backgrounds, achieving different things. I loved being a part of the University life," he says.

“The only education out of which good can come is the education which teaches you to **think for yourself** instead of swallowing whatever the fashion of the moment may prescribe.”

Sir Walter Murdoch

CRICOS Provider Code: 00125J

[murdoch.edu.au](http://murdoch.edu.au)

*Free your think*

## MORGAN BECKER



### BACHELOR OF BUSINESS (MARKETING & FINANCE) MURDOCH UNIVERSITY

Recent graduate Morgan Becker switched to Murdoch University to complete a Bachelor of Business (Marketing and Finance) where she found her niche. “I’ve been to four universities in total, three in Perth and one in California for exchange, and Murdoch is definitely my favourite. The teaching staff go above and beyond to engage, help and build strong relationships with students.”

Morgan’s proudest university moment was achieving second place in the highly competitive Alpha Innovation Contest, a national innovation and entrepreneurship competition, for her fashion app idea, Mirror Mirror. “I won \$5,000 and met awesome, like-minded people which really opened up opportunities for networking, investment and mentoring.”

Her high achieving is showing no signs of slowing down, having just been accepted into the prestigious IBM graduate program. “Murdoch has provided me with the skills to start my own business and I can’t wait to work in an innovative environment. I am super excited to see where the future will take me.”