

UNDERGRADUATE GUIDE

BUSINESS, INFORMATION TECHNOLOGY
& TOURISM **2016**



BUSINESS

BUSINESS ADMINISTRATION

CONVENTION & EVENT

HOTEL MANAGEMENT

TOURISM & HOSPITALITY

INFORMATION TECHNOLOGY

DOUBLE DEGREES

BUSINESS/ARTS

BUSINESS/LAW



It's all about U

scu.edu.au/business-tourism

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SCHOOL OF BUSINESS AND TOURISM

The School of Business and Tourism provides a suite of industry-relevant business management, tourism and information technology degrees, distinctive for their flexibility and internship opportunities.

Students undertake core units in the first year before specialising in a range of majors or study streams in the second year.

Courses are available on campus at Lismore, Coffs Harbour and the Gold Coast and through flexible online delivery. Hotel management degrees are also offered at The Hotel School Sydney and The Hotel School Melbourne, in partnership with Mulpha Australia.

The University's three teaching sessions enable students to fast-track their degrees and complete in less time than it usually takes, or commence studies over the third, summer session.

Courses combine academic rigour with contemporary industry practice, giving students the skills to succeed in complex business environments.

The School is home to the [Centre for Gambling Education and Research](#) and staff engage in business, management and tourism research that informs the teaching curriculum.

Studying at SCU

Studying at Southern Cross University involves a range of learning experiences. It can vary based on your course of study, your location and your mode of study.

You may take part in face-to-face lectures, workshops and tutorials, interactive video-conferenced lectures, podcasts, online units and discussion forums using cutting-edge technologies. You can bring your own device onto campus and use SCU's extensive wireless network or access study materials off-campus as long as you have an internet connection.

Why study with us?

- Internship program in Australia or overseas with specialist support from a dedicated Work Integrated Learning team.
- Study abroad as part of your degree.
- Degrees offer a wide choice of specialisations.
- Courses accredited by professional bodies.
- On-campus and flexible online study options.
- Three teaching sessions.

Degrees which put you in the workplace

A Work Integrated Learning (WIL) program, which consists of a workplace preparation unit and an internship placement, is one of the strengths of Southern Cross University's School of Business and Tourism degrees.

While ultimate responsibility for finding an internship placement rests with the student, the dedicated and award winning WIL team[^] offers a variety of professional support services to students and industry including:

- Regular careers and industry events providing networking opportunities for students seeking internship and/or graduate opportunities.
- Assistance with internship scholarships.
- Access to the University's employment, internship and career information website.
- Email alerts to students promoting current internship and graduate roles.
- Personalised career development and interview and application writing preparation for students through core study units.
- Ongoing support and feedback to students on career development and recruitment and selection processes for the duration of their studies.
- Advice, academic supervision and mentoring of students while on internship.

[^]Australian Learning and Teaching Council (ALTC) citation for Outstanding Contributions to Student Learning (2011).

BACHELOR OF BUSINESS

Graduates of the Bachelor of Business will have the knowledge and ability to work as specialist business professionals in varied and changing business environments. The degree offers diverse core units in first year before specialising, so that students have the flexibility to determine what business career they wish to pursue. The degree is designed to teach students the critical reasoning, communication and professional skills required in contemporary business settings. Students gain a broad understanding of business principles through the core units, and develop specialised skills in one or more business disciplines of their choice through the study of a single or double major.

Professional recognition

These majors are accredited by the following professional bodies:

- **Accounting major:** Chartered Accountants of Australia and New Zealand (CAANZ); CPA Australia
- **Finance major:** Australian Securities and Investments Commission (ASIC)
- **Human Resource Management major:** Australian Human Resource Institute (AHRI)

Students who study these majors may apply for membership of the following professional bodies:

- **Accounting major:** Institute of Public Accountants (IPA)
- **Marketing major:** Australian Market and Social Research Society (AMSRS); Australian Marketing Institute (AMI)
- **All majors:** Australian Institute of Management (AIM)

Professional placement

Students may choose to undertake a 260-hour internship with a business as an elective which, depending on the major chosen, may count as two units towards their degree.

Majors

Students can study one major plus electives; two majors; or one double major. Majors and campus availabilities include:

- **Accounting** (GC, L, CH, DE)
- **Accounting and Advanced Accounting** (double major) (DE)
- **Aviation Management** (GC, DE)
- **Digital Marketing** (GC, CH, DE)
- **Finance** (GC, DE)
- **Human Resource Management** (GC, DE)
- **Information Systems** (GC, CH, DE)
- **International Business** (GC, DE)
- **Management** (DE)
- **Marketing** (GC, L, DE)
- **Marketing and Digital Marketing** (double major) (GC, DE)

GC – Gold Coast L – Lismore CH – Coffs Harbour DE – Distance Education

On-campus students can also study any Bachelor of Business major by distance education.

Please note that some majors and units may not be available at each location. Unit availabilities are published for each study period and vary from year to year.

Your career

Graduates typically work in the areas of accounting, advertising, banking, finance, human resource management, international business, investment, management, marketing, product management and public relations.

Summary

Locations: Gold Coast, Lismore, Coffs Harbour, Distance Education

Duration: 3 years full-time or 6 years part-time

UAC codes: GC – 332160, L – 332100, CH – 332150

QTAC codes: GC – 052161, L – 052001, CH – 052501

Total units: 24 | **Indicative ATAR:** 65 | **Indicative OP:** 14



Alexander Sexton

Assistant Relationship Manager
Westpac Commercial and Agribusiness
Banking North Coast
Bachelor of Business

Gaining insight into the broader community is something Alexander Sexton loves about being a relationship banker.

Alexander found that studying a Bachelor of Business with majors in Accounting and Finance was an enormous benefit in securing his job and in now being able to provide banking advice for his customers.

“We are fortunate enough to look after the agricultural sector, commercial property investments, property development, invoice finance, cashflow lending, deposit management and specialist transactional solutions for large businesses, which makes for a really interesting and diverse career,” he said.

“The most important thing about doing a university degree is that it teaches you how to learn. When coming into a job like this you need to be able to adapt and learn really quickly. I still use a lot of what I learnt in that degree in conversations with my clients, for example when discussing taxation, foreign exchange and hedging.”

Major descriptions

Accounting: Graduates will have the technical, conceptual and managerial skills to be effective business managers in modern commercial, government, social and not-for-profit organisations.

Accounting and Advanced Accounting: This double major is designed for students committed to an accounting career. After completing the Accounting major, students study Advanced Accounting, which provides additional study in finance and management, and advanced study in taxation, auditing and financial reporting.

Aviation Management: Business core units and aviation management units provide students with integral business skills while developing their understanding of the broader functions of, and impacts on, the aviation industry. Students who have successfully completed a Diploma of Aviation (Instrument Flight Operations) with another institution may be granted up to eight units of advanced standing (credit) for the Bachelor of Business with a major in Aviation Management.

Digital Marketing: Draws on theory and practice from information systems and marketing to examine the most effective ways to design and present goods and services for a computer literate world. Graduates have an understanding of the principles of web design and issues associated with managing their web exposure.

Finance: Students are taught to understand the key principles of wealth creation and risk analysis in a global economy. They learn to evaluate factors that impact on the value of the dollar, interest rates and the stock market. Graduates are able to make informed financial decisions on behalf of clients, companies, governments and not-for-profit organisations.

Human Resource Management: Students are equipped with the professional expertise and understanding needed to manage selection and recruitment procedures, training and development, and performance management of staff. They will develop a vital appreciation of the complex inter-relationships involved in business, industry and service organisations and the all-important human factor in business success.

Information Systems: Equips graduates with the concepts, methods and skills necessary to design, implement and manage information systems to maximise organisational effectiveness.

International Business: Prepares graduates to respond to the complexity of global markets, addressing issues such as cross-cultural communication and negotiation, alternative market structures, variations in consumer demand patterns and differing government regulations and law.

Management: The Management major teaches students the skills to monitor the changing business and social environment and make sound judgments on the most appropriate directions and actions.

Marketing: Students develop analytical business skills, excellent communication skills and an understanding of human behaviour and motivation. They learn how to create effective marketing strategies and campaigns.

Marketing and Digital Marketing: This double major is designed for students interested in pursuing a career in marketing or IT with an emphasis on the design and implementation of digital, promotional or communication approaches. Students typically gain an understanding of traditional and social media promotional tools and website design.

BACHELOR OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration gives students the opportunity to gain a comprehensive understanding of management and professional practice, and the option to specialise in a range of industry specific disciplines. Students have flexibility in determining the structure of their study. They can gain practical experience via an internship which counts as two units towards their degree or study elective units from across the University's undergraduate offerings to extend their knowledge of other disciplines.

Professional recognition

Depending on units completed, students may be eligible to join the Australian Institute of Management or the Australian Marketing Institute.

The Human Resource Management study stream is accredited by the Australian Human Resources Institute.

Students wanting to gain professional accreditation for accounting or finance should study the Bachelor of Business.

Professional placement

Students may choose to undertake a 260-hour internship with a business as an elective which, depending on the study stream chosen, may count as two units toward their degree.

Major areas of study

While there are no majors, students develop an in-depth knowledge through study streams within specialist areas:

- **Accounting** (GC, L, CH, DE)
- **Digital Marketing** (GC, CH, DE)

- **Finance** (GC, DE)
- **Human Resource Management** (GC, DE)
- **Information Systems** (GC, CH, DE)
- **International Business** (GC, DE)
- **Management** (DE)
- **Marketing** (GC, L, DE)

GC – Gold Coast L – Lismore CH – Coffs Harbour DE – Distance Education

On-campus students can also study any study stream by distance education.

Please note that some majors, study streams and units may not be available at each location. Unit availabilities are published for each study period and vary from year to year.

Your career

Graduates may find opportunities in management roles within private and government organisations, human resource management, marketing, international business, finance, information systems and management.

Summary

Locations: Gold Coast, Lismore, Coffs Harbour, Distance Education

Duration: 3 years full-time or 6 years part-time

UAC codes: GC – 332165, L – 332107, CH – 332155

QTAC codes: GC – 052661, L – 052071, CH – 052561

Total units: 24 | **Indicative ATAR:** 65 | **Indicative OP:** 14



Tracy Griffin

Brand Manager

Mack Trucks Australia

Bachelor of Business with a major in Marketing

As Brand Manager of Mack Trucks Australia, Tracy Griffin is responsible for building the brand image and reputation of one of the world's most iconic truck brands in Australia. Tracy loves her job and the industry.

"We have the biggest truck dealership network in Australia. As Brand Manager I develop and implement everything from advertising campaigns, to internal communications for our extensive dealership and staff network, as well as external public relations and communications," Tracy said.

"Mack Trucks is owned by Volvo Group and working for a global company has its perks. I took 120 people to Sweden for the launch of a Volvo truck and recently I took customers to the USA for a machinery exhibition in Las Vegas to see our factories and facilities. I travelled to South Africa for the Volvo World Golf Challenge as well as Hanover in Germany for a truck show."



BACHELOR OF BUSINESS, BACHELOR OF ARTS

Double degrees give students the opportunity to study two disciplines concurrently.

The Bachelor of Business, Bachelor of Arts double degree gives students the opportunity to gain an understanding of business as it applies to the arts. Students can study a business and an arts major of their choice. Those who study this double degree are candidates for both degrees and are able to complete the two degrees with four-and-a-half years of full-time study (or part-time equivalent).

Professional recognition

Selected majors of the Bachelor of Business (see Bachelor of Business) are accredited with major industry bodies.

Professional placement

Opportunities for professional placement are available in both the Bachelor of Business and the Bachelor of Arts.

The Bachelor of Business has an optional 260-hour internship with a business which, depending on the major chosen, may count as two units towards the degree.

Bachelor of Arts work placements vary depending on the major and units students elect to study. Examples include placements in the writing, publishing and media industries; heritage and historical museums or associations; and community organisations that relate to communication and cultural studies.

Majors

Bachelor of Business majors available in the double degree:

- Accounting
- Digital Marketing
- Finance
- Human Resource Management
- Information Systems
- International Business
- Management
- Marketing

Bachelor of Arts majors available:

- Communication and Cultural Studies
- Governance and Society
- History
- Media Studies
- Writing

Please note that some majors and units in this double degree are only available by distance education and may not be available at each location.

Your career

Graduates can pursue career opportunities that combine knowledge of business and the arts; and those specific to each discipline. For business: accounting, advertising, banking, finance, human resource management, international business, marketing, and public relations. For arts: communication industries, community relations, journalism, cultural policy, management and administration, education, government, publishing, public service, multimedia design, creative and cultural industries, politics, social justice and human rights.

Summary

Locations: Lismore, Distance Education

Duration: 4.5 years full-time or 9 years part-time

UAC codes: 332105

QTAC codes: 052051

Total units: 36 | **Indicative ATAR:** 65 | **Indicative OP:** 14

BACHELOR OF BUSINESS, BACHELOR OF LAWS

Double degrees give students the opportunity to study two disciplines concurrently.

The Bachelor of Business, Bachelor of Laws gives students the opportunity to gain an understanding of the law as it applies to business. Students can major in a business discipline of their choice and select from a comprehensive suite of law electives.

The Bachelor of Laws (LLB) is a recognised degree for admission as a lawyer throughout Australia. Whatever their field of interest, the LLB will equip students with the intellectual, critical and practical skills needed in the professional practice of law.

Applicants who do not have the required entry mark for the double degree are encouraged to apply for the Bachelor of Business. If those students achieve the required grade point average during that course, they may then apply for transfer into the double degree.

Professional recognition

The Bachelor of Laws fulfils the academic requirements for admission to the legal profession. Professional admission authorities also require law graduates of all universities to complete practical legal training or similar to be eligible for admission.

Students who intend to practise law outside Australia should check with the relevant country's admission body to confirm their admission requirements.

See the Bachelor the Business for professional recognition.

Professional placement

Bachelor of Business students may choose to undertake a 260-hour internship with a business as an elective, which, depending on the major chosen, may count as two units toward their degree.

Law students can undertake voluntary legal experience and professional placement with legal firms or offices, to complement their practical legal skills and become familiar with the issues facing working lawyers.

Majors

There are no majors in the Bachelor of Laws degree, but a diverse range of law-based elective units are available.

The following Bachelor of Business majors are available in the double degree:

- **Accounting**
- **Digital Marketing**
- **Finance**
- **Human Resource Management**
- **Information Systems**
- **International Business**
- **Management**
- **Marketing**

Please note that not all majors are offered at each location, but if a student is enrolled internally, they can still study any major by distance education.

Your career

Graduates can pursue career opportunities that combine knowledge of business and law; and those specific to each discipline. For business: accounting, advertising, banking, finance, human resource management, international business, marketing and public relations. For law: as barristers or solicitors; or in law-related areas in private, corporate, or government organisations.

Summary

Locations: Gold Coast, Lismore, Distance Education

Duration: 5 years full-time or 10 years part-time

UAC codes: GC – 336114, L – 336101

QTAC codes: GC – 056461, L – 056011

Total units: 40 | Indicative ATAR: 89 | Indicative OP: 6

**Students studying a double degree with law must complete a compulsory on-campus workshop. This includes distance education students. For more details on the workshop program go to: scu.edu.au/lawworkshops*

ASSOCIATE DEGREE OF BUSINESS

Offered through SCU College

The Associate Degree of Business is a two-year course (full-time or part-time equivalent) that develops knowledge in a range of topics that are relevant to various careers in the private and public business sectors. The topics address core business and tourism principles such as accounting, communication in organisations, economics, marketing and tourism. The Associate degree

enables eligible graduates to progress on to Southern Cross University business and tourism degrees to enhance their career opportunities. Graduates of the Associate degree can complete their Bachelor degree with just one year of additional full-time study (or part-time equivalent).

For more information visit scu.edu.au/scucollege



Hannah Bayly

Project Coordinator, iEDM (Integrated Event Delivery Management)
Bachelor of Business in International Tourism Management
Now available as Bachelor of Business in Tourism and Hospitality Management

Hannah Bayly completed her internship with iEDM, a Gold Coast based company that specialises in the management of major events and builds the street circuits for V8 Supercars.

“After my internship interview I called them two or three times to see if I got it. I asked the right questions, showed the right attitude and ended up on the team. The first thing they did was fly me to Townsville for a week to soak up a V8 Supercar event they were managing,” she said.

Hannah says the enthusiasm she demonstrated during her internship, and the business know-how she gained through her degree, were integral to securing her job.

To give some indication of the scale of the V8 Supercar events, the 2014 Clipsal 500 Adelaide attracted nearly 300 000 spectators over four days.

BACHELOR OF BUSINESS IN TOURISM AND HOSPITALITY MANAGEMENT

The Bachelor of Business in Tourism and Hospitality Management prepares students for a career in tourism and hospitality, providing a thorough understanding of tourism and hospitality management underpinned by core business skills.

This course combines a rigorous and contemporary curriculum with practical industry-based experience and the opportunity to develop professional networks. Students will graduate with the skills and knowledge sought after by tourism and hospitality employers both in Australia and overseas.

There are two pathways within this course. Students can either study elective units from a broad range of industry-specific topics (such as international destination management, cruise tourism, coastal and marine tourism, food and beverage management, event management, gaming management and sport tourism), or select one of three majors.

This course offers an optional international exchange program for second year students to study in the United States, Canada, England, Austria, the Netherlands or Hong Kong.

Professional placement

An internship program, which counts as four units of the degree, provides students with a block of practical workplace experience during their final study session that involves working in a hospitality, event or tourism organisation in Australia or overseas.

Majors

The **Hotels and Resorts** major aims to equip students with the knowledge and skills to successfully manage and promote a hospitality organisation or operation. Students study contemporary trends in the industry, and the political and cultural factors that shape the way hospitality organisations are managed. Students in this major will gain an understanding of key functional areas of operating and managing hospitality operations including sales and promotion, food and beverage management and rooms division management.

The **Tourism** major offers students a complete grounding in tourism management in both Australian and international contexts. This major aims to equip students with an

understanding of important concepts related to tourist behaviour and the tourist experience, destination planning, sustainability and the management of tourism operations.

The **Casino and Gaming** major covers key issues in managing gaming venues, including the basic principles behind game design, utilising new technology, engaging with the community and strategically planning the future of the gaming business.

In each major, students also have the opportunity to select from a diverse range of interesting electives, depending on their interests and desired career direction, such as the cruise business, coastal and marine tourism, wine studies, special interest tourism, sport tourism, festival and special events planning, convention and exhibition planning and event operations management.

Please note: some units in these majors may only be available to study by distance education.

Your career

Graduates can pursue positions in the tourism and hospitality industries, as well as in government agencies and other associated services. They may work in hotel and resort management; club and gaming operations and management; restaurant and catering management; event and convention coordination; tourism destination planning and marketing; tourism policy development; ecotourism; sports tourism; visitor management; tourism retail management; and theme parks or other tourist attractions.

Summary

Locations: Gold Coast, Lismore, Coffs Harbour, Distance Education

Duration: 3 years full-time or 6 years part-time

UAC codes: GC – 330460, L – 330410, CH – 330450

QTAC codes: GC – 050961, L – 050911, CH – 050951

Total units: 24 | Indicative ATAR: 68 | Indicative OP: 13

BACHELOR OF BUSINESS IN CONVENTION AND EVENT MANAGEMENT

The Bachelor of Business in Convention and Event Management positions graduates at the centre of the fast growing events industry. Students acquire the skills and knowledge required to pursue a career in the management, planning and marketing of corporate events, conventions and meetings, festivals and special events.

This course offers an optional international exchange program for second year students to study in the United States, Canada, England, Austria, the Netherlands or Hong Kong.

Professional placement

An internship program, which counts as four units of the degree, provides students with a block of practical workplace experience during their final study session in a hospitality, event or tourism organisation in Australia or overseas.

Major areas of study

The course offers industry-specific topics developed in consultation with industry and academic leaders in their field. These include festival and special events planning; events operations management; facility and risk management; production planning and management; and conventions and exhibition planning.

Your career

Graduates may pursue careers in professional conference organisations, trade fair and exhibition development, event or destination marketing, corporate meeting planning, event and concert production, festival direction, event planning, and/or sponsorship coordination.

Summary

Locations: Gold Coast, Coffs Harbour, Distance Education

Duration: 3 years full-time or 6 years part-time

UAC codes: GC – 334460, CH – 334152

QTAC codes: GC – 054461, CH – 054451

Total units: 24 | **Indicative ATAR:** 68 | **Indicative OP:** 13

BACHELOR OF BUSINESS IN HOTEL MANAGEMENT

The Hotel School Sydney
The Hotel School Melbourne
hotelschool.scu.edu.au

This full-fee paying degree, offered at The Hotel School Sydney, and The Hotel School Melbourne, focuses on hotel operational skills, management practices in hospitality industries and the skills needed for employment in a competitive and changing global business environment. The Hotel Schools are a partnership between Southern Cross University and Mulpha Australia, whose property portfolio includes the InterContinental Sydney, Hayman Island, InterContinental Sanctuary Cove Resort, Salzburg Apartments, Marritz Alpine and Bimbadgen Estate.

Located in the heart of the Central Business District of their respective cities, The Hotel School Sydney and The Hotel School Melbourne are perfectly situated to embrace each city's hotel and hospitality industry.

Professional placement

A six-month professional hospitality placement is a key feature of the course and counts as four core units of the degree. This may be completed in Australia or overseas. All students establish valuable industry experience, confidence and networks. The professional experience enables students to continue employment during their study.

Major areas of study

Studies include key operational subjects such as food and beverage, accommodation operations, and introduction to professional practice, together with introductory management subjects including finance, marketing and hospitality management. Students also develop advanced analytical, strategic, and management skills.

Your career

Graduates have built careers in hospitality and service management in Australia and overseas. Graduates have achieved management positions in hotels and resorts, human resources, marketing, front office, food services, food and beverage, events and conferences and general management.

Summary

Location: Phillip Street, Sydney; Lonsdale Street, Melbourne

Duration: 3 years full-time

UAC code: S – 354140, M – N/A¹

QTAC code: S – 054041, M – N/A¹

Total units: 24 | **Indicative ATAR & OP:** N/A²

¹Applications for the The Hotel School Sydney are made via the Tertiary Admissions Centre, applications for The Hotel School Melbourne are made online at scu.edu.au

²Please note that applicants for The Hotel School are selected on their individual merit. Applicants will be invited to an interview as part of the final application process.



BACHELOR OF INFORMATION TECHNOLOGY

The Bachelor of Information Technology offers a complete grounding in all aspects of the information and communications technology (ICT) industries including programming, systems analysis and design, multimedia development and usage, database development, networking and communications theory, computer security and technology management.

Students have the opportunity to study some of the issues confronting the ICT industry, including employer obligations, employee rights, impacts on society, and future directions of the industry.

Professional recognition

This degree is accredited by the Australian Computer Society.

Professional placement

Students can undertake a workplace internship, which counts towards their degree. They need to choose their internship units, and any placement must be approved by the unit assessor.

Majors

Information Systems gives students the skills needed to design, develop, implement and manage information systems and also provides students with a realistic understanding of the roles of information technology in organisations.

Software Development gives students the skills needed to efficiently develop and maintain high quality software systems and also provides students with the knowledge to participate in and manage software projects.

Interactive Multimedia gives students the skills needed to effectively and efficiently design and develop multimedia resources and interactive multimedia programs. Students develop an ability to select and use multimedia resources that facilitate engagement and usability for users.

Please note that some units may not be available at each location. Unit availabilities are published for each study period and vary from year to year.

Your career

Graduates typically establish information technology careers as programmers, multimedia developers, systems analysts, software engineers, database administrators, project managers, web developers, systems administrators and technical support personnel.

Summary

Locations: Gold Coast, Coffs Harbour, Distance Education

Duration: 3 years full-time or 6 years part-time

UAC codes: GC – 332161, CH – 332153

QTAC codes: GC – 052361, CH – 052531

Total units: 24 | **Indicative ATAR:** 65 | **Indicative OP:** 14

Women in Technology

The University also offers the mentoring program 'Women in Technology' to provide dedicated support for women entering this specialised area.

ASSOCIATE DEGREE OF INFORMATION TECHNOLOGY

This entry-level course comprises the first two years (16 units) of the Bachelor of Information Technology (see previous page). It provides a strong technical emphasis to develop your skills as a para-professional in the information and communications technology industry. Successful graduates may then upgrade their qualification to Bachelor level following completion of an additional year.

Professional recognition

This degree is accredited by the Australian Computer Society.

Major areas of study

While this course has no majors, students can study units in applications development, database systems, digital media, programming, systems analysis and design, and web development.

Your career

Graduates typically establish information technology careers as web developers, systems administrators and technical support personnel.

Summary

Locations: Coffs Harbour, Distance Education

Duration: 2 years full-time or 4 years part-time

UAC code: 332350

QTAC code: 052551

Total units: 16 | **Indicative ATAR:** 65 | **Indicative OP:** 14

Scott Dunstan

Mobile Product Manager
Fox Sports Australia
Bachelor of Information Technology

As a mobile product manager, Scott Dunstan builds mobile apps for the country's biggest sporting brand, Fox Sports Australia. He says that without the Bachelor of Information Technology, he wouldn't be doing what he does today.

"I knew that in the information age, anyone without a degree would be on the back foot. I can't recommend university highly enough, not just for the career opportunities, but for the whole life experience, even for students who don't have a clear career path," Scott said.

Since graduating, Scott has taken a lead role in the development of digital sports products for Optus, Telstra and Racing UK.

As product manager for Optus, Scott managed Football Federation Australia's (FFA) website, A-League and club websites, as well as the A-League mobile app.

Later with Telstra, he developed a multi-sport mobile app, SportsFan, which used an algorithm to determine the level of excitement of a live sporting event in order to increase traffic and revenue.

Now with Fox Sports Australia, Scott is involved in the strategy behind their apps – the market requirements, income potential and user experience – as well as their development.



Key dates for 2016 entry

SCU has a teaching calendar of three sessions.

Depending on the course of study, this can enable students to spread their study load, or to accelerate and complete their degree in less time than the usual duration indicated on the course pages.

All dates in the table opposite are provisional only and may be subject to change. For the most up-to-date information visit the SCU teaching calendar page at: scu.edu.au/teachingcalendar

UAC and QTAC dates may also be subject to change. Please refer to their websites. Visit: www.uac.edu.au
www.qtac.edu.au

Also note that late UAC and QTAC applications incur an extra fee.

CAMPUS TOURS AVAILABLE ALL YEAR ROUND

T: 1800 626 481 E: campustours@scu.edu.au

Rising Stars Scholarship applications for 2016	Open July 2015 Check website for closing dates scu.edu.au/scholarships
UAC and QTAC on time applications for 2016 entry (Session 1)	Open early August 2015 Close late September 2015
STAR Entry Scheme opens	Early July 2015
STAR Entry Scheme offers	Early December 2015
SCU Info Days	7, 9 and 11 December 2015
UAC and QTAC main round offers <i>For the full list of offer rounds visit the UAC and QTAC websites</i>	Mid January 2016
Session 1 teaching dates	29 February – 27 May 2016
Orientation	24 – 26 February 2016
Session 2 teaching dates	11 July – 7 October 2016
Orientation	6 – 8 July 2016
Session 3 teaching dates	7 November 2016 – 1 February 2017
Orientation	2 – 4 November 2016

Applying to study on campus

For full details go to: scu.edu.au/howtoapply

To study on campus, either as a full-time or part-time student, you will need to apply online through either the Universities Admission Centre (UAC) or Queensland Tertiary Admissions Centre (QTAC) – either can process your application.

Applying to study by distance education

To study by distance education, you can apply online direct to Southern Cross University.

scu.edu.au/howtoapply

E: futurestudent@scu.edu.au

Freecall: 1800 626 481

International students

Southern Cross University welcomes international students. This guide however is not intended for their use. International students should contact SCU International.

W: scu.edu.au/international

E: intoff@scu.edu.au

T: 02 6620 3876

5 steps to SCU

1 Choose a course



scu.edu.au/courses

2 Find out more



campustours@scu.edu.au

3 Apply



scu.edu.au/howtoapply

4 Accept your offer



scu.edu.au/gettingstarted

5 Enrol in units



scu.edu.au/enrol

The information in this brochure was correct at the time of publishing (April 2015). All University courses are subject to change by the University and the information provided in this brochure should be used as a guide only. To the extent permitted by law, SCU excludes all liability arising from the use of, or reliance on, the information contained in this brochure.

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