

# DIPLOMA OF BUSINESS

## Program Information

The Diploma of Business introduces students to the fundamental knowledge required to successfully contribute to business activity. Students will cover the key range of disciplines to allow them to undertake a variety of business degrees offered at the University of South Australia. You may have been granted exemption from some courses depending on your academic results. These will be listed in your offer letter.

Stage 1		Study Load	Units
ESS001	Essential Study Skills	25%	4.5
ITN002	Information and New Media Technologies	25%	4.5
BST001	Business Studies 1 (Pre-requisite for BST002, ECON1008)	25%	4.5
CPP002	Communication: People Place and Culture	25%	4.5
ARC002	Academic Research and Critical Enquiry	25%	4.5
BST002	Business Studies 2 (Pre-requisite for ACCT1008, ACCT1009)	25%	4.5
MST001	Mathematics and Statistics (Pre-requisite for MATH1053)	25%	4.5
Elective	Choose from: Science & Society, Human Biology, Programming, Design, Media & Society	25%	4.5
Stage 2		Study Load	Units
BUSS1057	Business and Society	25%	4.5
MARK1010	Marketing Principles: Trading and Exchange	25%	4.5
ACCT1009	Accounting Principles for Decision Making <b>BBU Only</b>	25%	4.5
ACCT1008	Accounting for Business (Pre-requisite for ACCT1006) <b>BAC / BPY Only</b>	25%	4.5
MATH1053	Quantitative Methods for Business	25%	4.5
BUSS2068	Management and Organisation	25%	4.5
ACCT1006	Financial Accounting 1 <b>BAC Only</b>	25%	4.5
LAWS1018	Business Law	25%	4.5
ECON1008	Principles of Economics	25%	4.5
BUSS2065	Business Operations <b>BBU / BPY Only</b>	25%	4.5

Accounting (BAC)	Property (BPY)	Business (BBU)
Bachelor of Commerce (Accounting) Bachelor of Business (Finance) Bachelor of Business (Economics, Finance and Trade)	Bachelor of Business (Property)	Bachelor of Business (All others) Bachelor of Marketing and Communication Bachelor of Laws

# Program Outline

## Stage 1 Core Courses

### Essential Study Skills

In this course students will be provided with an understanding and application of essential study skills, covering independent learning skills and styles, active listening, presentation and group work skills.

### Information and New Media Technologies

You will be introduced to the use of the Internet, social media and associated technologies in society and business. Through the course, you will utilise Microsoft Office along with online tools for effective communication and discuss the ethical and security issues related to the use of Information Communication Technologies.

### Business Studies 1

This unit provides you with an understanding and application of foundation concepts in the business disciplines of management and leadership, finance, marketing and human resources. You will discuss current trends, opportunities, and issues that impact on contemporary business and learn to use appropriate communication for the business environment.

### Communication, People, Place and Culture

In this unit you are introduced to the basic principles of communication and its role in society and culture. You will investigate the effects of different forms of verbal and non-verbal communication and describe cultural influences on the communication process.

### Academic Research and Critical Enquiry

This course will introduce you to the basic principles of critical thinking. It also assists you in developing skills needed for the tertiary study environment, including academic reading, listening and note-taking, as well as written formats and referencing.

### Business Studies 2

In this course you will apply business ideas and concepts in product planning, financial management, human resource management and marketing management. You will assess impacts on a business's marketing program and use appropriate communication for marketing purposes.

*Pre-requisite: Business Studies 1*

### Maths & Statistics

This course introduces you to the mathematical concepts required for further studies, particularly in statistics. You will learn to use fundamental arithmetic and algebra to solve problems, and apply statistical processes and concepts including sampling techniques and different forms of presentation.

## Stage 1 Elective Courses

Select one elective course

### Science & Society

This unit will provide an introduction to laws, theories and principles of Biology, Chemistry, Physics and Earth, and Environmental Science. In this course, you will investigate different career options within the field of science, develop safe work practices in a laboratory environment and use the process of inquiry to plan, implement and present a research project on an area of interest.

### Human Biology

This course will introduce you to the basic concepts of human biology as a foundation for further study in this area. You will develop an understanding of the main body systems and the associated biology, and an awareness and appreciation of the human body in a personal, social and medical context.

### Programming

This course introduces you to the basic principles of programming and their use in writing simple programs. You will use the systems development life cycle to write programs combining different data types and programming structures, and learn techniques to test successful outcomes.

### Design

This course provides you with an introduction to the basic principles of design and their application to various publications. You will use the design process and different software applications to publish material for both print and electronic media and analyse the messages communicated through different design elements.

### Media & Society

This course analyses the use of media in society and its role in cultural life. You will investigate the different factors, which shape cultures today and discuss how the media affects popular culture, interpretations of the world and contributes to cultural identity.

## Stage 2 Core Courses

### Business and Society

Business and Society provides an introduction to the relationship between society, business, government and the not for profit sector. It considers the historical and cultural influence on that relationship and the responsibilities of professionals as managers, practitioners, employees and customers.

### Marketing Principles: Trading and Exchange

You will develop an understanding of the role of marketing in an organisation and how new technologies, the international business environment, customer needs and other changes in the external environment affect, and are affected by marketing activities.

### Accounting Principles for Business Decisions

This course provides students with an introduction to the principles of management accounting and finance, examining how financial information is used in business decision making.

*Pre-requisite: Business Studies 2*

### Accounting for Business

This course covers accounting and the business environment; accounting information and its role in decision making for management and external stakeholders; recording, reporting and analysing business transactions within the accounting cycle; analysis and interpretation of financial statements and cash flow for business users; and the use of accounting information for business planning.

*Pre-requisite: Business Studies 2*

### Quantitative Methods for Business

In this course you will be introduced to the mathematical concepts and statistical skills necessary in making appropriate business and management decisions. The course introduces the time value of money and present value calculations, linear programming, index numbers, measures of association and quantitative research principles. You will also be introduced to the business application of regression, elementary probability, the normal distribution and hypothesis testing.

*Pre-requisite: Maths & Statistics*

### Management and Organisation

Organisations operate in a turbulent environment driven by a number of forces such as globalisation, intense competition and rapid technological change. This course is designed to provide you with a basic understanding of the nature of management, work and its organisation in the modern world. It provides you with an opportunity to analyse and explain the changing nature of work, and how work is organised and managed at various levels within organisations.

### Financial Accounting 1

Students will experience and apply a variety of accounting processes influenced by the accounting standards and conceptual frameworks surrounding the practice of financial accounting.

*Pre-requisite: Accounting for Business*

### Business Law

This course examines a number of fundamental legal principles that impinge upon key business areas such as establishing a business, entering into transactions, protecting business assets, employing staff, dealing with consumers and dispute resolution.

### Principles of Economics

The economic decisions faced by individuals, households, firms and governments and the role of a mixed market economy in resource allocation decisions in the macro economy; analysis of prices and output determination in the context of markets and incentives; market structures, competition policy and its implication for the general economy; the strengths and weaknesses of the market mechanism and the role of public policy.

*Pre-requisite: Business Studies 1*

### Business Operations

This course relates to the tasks and activities that organisations perform to produce goods or deliver services to meet the needs of its customers. Efficient and effective business operations help organisations reduce their business costs and operational costs and increase customer satisfaction. Business operational management basically deals with managing the activities involved in creating and delivering goods or services. Hence, this 'Business Operations' course provides introductory knowledge on managing the business activities in an organisation.

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