

# 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 modules depending on your academic results. These will be listed in your offer letter.

All Business students are required to complete the tertiary preparation modules Mathematics for Study (MMS001) in their first trimester and Language for Study (LGS001) in their second trimester. Although these modules do not count towards the study load or GPA, a non-graded pass is required for the program of study.

**All classes (unless otherwise specified) are held at City East Campus.**

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)	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 and ECON1008)	25%	4.5
MST001	Mathematics and Statistics (Pre-requisite for MATH1053)	25%	4.5
Elective	Choose from: Human Biology, Programming, Design, Media & Society, Physics 1	25%	4.5
Stage 2		Study Load	Units
BUSS1057	Business and Society	25%	4.5
MARK1010	Marketing Principles: Trading and Exchange	25%	4.5
ACCT1008	Accounting for Business (Pre-requisite for ACCT1006)	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
BUSS1060A	Career Development for Professionals <b>BBU Only</b>	25%	4.5

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

# Program Outline

## Tertiary Preparation

### Language for Study

This module develops language skills for students to communicate confidently, express ideas effectively and gain a sound understanding of the level of language proficiency required to attend an Australian university.

### Mathematics for Study

This unit provides a foundation in mathematics to provide students with skills to support their future university studies. Students are supported to develop core concepts and skills, and to apply these to solve problems.

## Stage 1

### Essential Study Skills

In this module 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 module, 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 module 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 module 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 module 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 Modules

Select one elective module

### Human Biology

This module 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 module 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 module 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 module 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.

### Physics 1

In this module you are introduced to the basic concepts of Physics, with a particular focus on motion and heat. You will learn appropriate equations and units for demonstrating different concepts and conduct experiments to analyse and test theories.

## Stage 2

### 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 for Business

This module 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 module you will be introduced to the mathematical concepts and statistical skills necessary in making appropriate business and management decisions. The module 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 module 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 module 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 2*

### Career Development for Professionals

This course assists students to develop an understanding about career interests, skills and preferences. Students should then be able to use this knowledge to explore different relevant career options. This course focuses on maximizing future career potential and to develop the skills to plan and manage a successful career in a dynamic, changing world of work. Students should be able to enhance their future careers with the knowledge and skills gained from this course.