Master your career growth

2023 Postgraduate Business Course Guide
Our mission is to inspire and develop globally-minded and socially responsible community members and leaders through high-quality teaching, impactful research and meaningful engagement with community, government, industry and academic partners.

Sydney Business School, University of Wollongong offers a range of postgraduate business programs that are designed to expand your business expertise and build your leadership capabilities. The strong links we have fostered with industry, business and government ensure our programs reflect the needs of the fast-moving business environment.

Our highly qualified academics – your teachers – are successful business people who are passionate about sharing their knowledge and experiences with business, public sector and not-for-profit organisations. While our alumni – your business network – have a track record of securing excellent roles across the globe.

At the end of the day it’s about you: your aspirations, your expectations, your future. At Sydney Business School, University of Wollongong we understand that when it comes to enhancing your personal brand, what happens outside the classroom is just as important as what happens in it.

That’s why our students attend industry conferences, professional development events, masterclasses, media events, social gatherings, and other major industry engagements hosted by Sydney Business School. It’s all part of the Sydney Business School experience.

Number 1
For the quality of our graduates
QS Graduate Employability Rankings 2021

5 Star
Globally rated a 5 star university
QS World University Rankings 2023

Top 1%
Universities in the world
QS World University Rankings 2023

Tier 1
MBA and EMBA programs
CEO Magazine 2022 Global MBA Rankings

Number 1
Executive MBA in NSW, Australia
CEO Magazine 2022 Global MBA Rankings

Top 5%
The University of Wollongong has been awarded with the prestigious Association to Advance Collegiate Schools of Business (AACSB International) accreditation for all Business degrees. Being accredited by AACSB is public recognition that we are among the world’s top 5% of business schools.

Why Sydney Business School, UOW?

1. Choice of three locations: Sydney, Wollongong and online (domestic students only)
2. Commonwealth Supported Places and scholarships to help you invest in the future
3. Flexible delivery that will allow you to work and study
4. Curriculum informed by real-world industry experiences
5. Career and academic support to help you take your career to the next level
6. Degrees that reflect the needs of future employers
   - Accounting
   - Business Administration
   - Business Analytics
   - Finance
   - Human Resource Management
   - Innovation and Entrepreneurship
   - International Business
   - Management
   - Marketing
   - Project Management
   - Supply Chain Management
   - Business Research

Choice of three locations:
Sydney, Wollongong and online
(domestic students only)

Commonwealth Supported
Places and scholarships to help
you invest in the future

Flexible delivery that will allow
you to work and study

Curriculum informed by real-world
industry experiences

Career and academic support
to help you take your career to
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Degrees that reflect the needs
of future employers
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Sydney Business School, University of Wollongong

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Universities in the world
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MBA and EMBA programs
CEO Magazine 2022 Global MBA Rankings

Executive MBA in NSW, Australia
CEO Magazine 2022 Global MBA Rankings

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Sydney Business School, University of Wollongong
Wollongong

Wollongong is Australia’s ninth largest city, situated in the Illawarra Region on the south coast of New South Wales. The campus combines modern teaching and learning set amongst landscaped gardens minutes away from the Pacific Ocean. We have created a campus that includes academic support, accommodation, sports, culture and entertainment – so you can focus on your education in a relaxing environment.

Christopher Barakat

Sydney CBD

Sydney CBD is the largest, oldest and most cosmopolitan city in Australia. Our campus on Sydney Harbour is at the upmarket end of Sydney’s central business district. It overlooks both the Opera House and Sydney Harbour Bridge and is well serviced by buses, trains and ferries. It provides exceptional learning and teaching facilities.

Sydney CBD Campus

Commonwealth Supported Places and Scholarships

sydneybusinessschool.edu.au/study/scholarships-and-fees

For full fee paying students only.

Domestic students

COMMONWEALTH SUPPORTED PLACES

Sydney Business School is offering Commonwealth Supported Places for most of our courses in 2023. This means the Australian Government will subsidise your tuition fees by up to 75%.

35%-50% SCHOLARSHIP FOR WOMEN IN MBA

Sydney Business School is committed to the United Nations Sustainable Development Goals (SDGs) and aims to support SDG 5: Achieve gender equality and empower all women and girls by offering 50 Women in MBA Scholarships. We partner with businesses to identify and support females in middle management through an MBA by matching the contribution of the organisation dollar for dollar (up to 50%). If an organisation contributes anywhere between 15% and 50%, we match the contribution. In addition to financial support, the student will receive mentoring, access to academic and professional events, and academic advice.

100% THE ILLAWARRA CONNECTION SCHOLARSHIP

All financial members of the The Illawarra Connection are invited to identify potential candidates within their organisation and to encourage and assist them to submit their application for the award of this prestigious scholarship for 2023. For a list of eligible courses and terms and conditions, visit our scholarship website.

10% UOW ALUMNI DISCOUNT

Alumni of the University of Wollongong are eligible for a 10% tuition fee waiver towards their postgraduate business course.

CORPORATE PARTNERSHIP DISCOUNT

If your employer has signed up to a Corporate Partnership with Sydney Business School, you could be eligible for a discount on your course fees.

International students

10% POSTGRADUATE ACADEMIC EXCELLENCE SCHOLARSHIP

The Postgraduate Academic Excellence Scholarship is for high achieving international students with an excellent academic result of 75+ WAM or equivalent. This scholarship offers a 30% reduction of the tuition fee for the standard duration for the student’s first master’s degree at UOW Sydney Business School on eligible courses.

10% UOW ALUMNI DISCOUNT

Alumni of the University of Wollongong are eligible for a 10% tuition fee waiver towards their postgraduate business course.

Locations

Approx 30 mins away

Approx 1 hour away

*Not eligible with any other scholarship, sponsorship, bursary or discount.
Study delivery

Sydney Business School programs are designed to develop practical and relevant skills from a range of specialisations that are driven by the current needs of industry. We offer three intakes per year and courses are formatted and scheduled to fit in with your personal and professional commitments. Choose to study your way with flexible and online delivery options.

Curriculum informed by real-world work experiences

At Sydney Business School, UOW, our curriculum is tied to the real business world. We do not just teach business theory; we apply it to everyday business with the goal of our graduates being truly career ready.

**RESEARCH PROJECTS**

Some postgraduate programs provide an option for you to undertake a business research project for an organisation. This project introduces you to an organisation and together with nominated managers and academic support, provides the opportunity to investigate a real business problem as part of your program of study, with the opportunity to influence an organisation’s ongoing strategies.

**REAL WORLD LEARNING**

Our students apply their learning to address the current business challenges experienced by public, private and not for profit organisations. Organisations brief the students on their challenges and the students research and develop solutions to the problems identified. This is not learning from a book, this is real world learning which shows that you can make a difference.

**UOW**

UOW's Sydney Business School offers a range of free events designed to develop your skills in core business functions delivered by experts in their fields. These events give you the opportunity to network with employers, alumni and students.

**GLOBAL WORKPLACE PRACTICE**

This subject is designed to meet the employment aspirations of international students to undertake work in Australia. The subject is a 10-week series of educational seminars and practical job seeking activities and can be taken as an elective subject for international students undertaking a two-year program of study, a PhD Integrated or a Master of Philosophy.

Career and academic support

**CAREER SUPPORT AND ADVICE**

Throughout your study and for two years after you graduate, you will have access to a qualified Careers Consultant who specialises in Business. The consultant can help you improve your employability and provide up-to-date information on the Australian job market, additional career programs, job search resources and career expos.

You will have access to a variety of short programs to help you prepare yourself for the challenges in obtaining a graduate position at the end of your degree. Additionally, you will have access to online tools including UOW Careerhub, which will help you find and apply for jobs during your time here (and after you graduate), and Career Leader, a career development tool that can assist you to identify careers most likely to bring success, along with actions to help you work towards your career goals.

**PROFESSIONAL DEVELOPMENT AND CORPORATE ENGAGEMENT EVENTS**

UOW’s Sydney Business School offers a range of free events designed to develop your skills in core business functions delivered by experts in their fields. These events give you the opportunity to network with employers, alumni and students.

**ACADEMIC SUPPORT**

As a student, you’ll have the support you need to succeed. Not only do we offer academic support, but our campuses include personal support such as UOW wellbeing, health, medical and counselling services, peer mentoring, childcare services (Wollongong only) and religious spaces. Other services include:

- Advisors and postgraduate coordinators
- Library
- Business Central
- English language program
- Student computer availability
- Peer academic coaches

**MAKE A POSITIVE IMPACT ON THE WORLD**

As a Sydney Business School, UOW graduate you will be equipped with the knowledge and tools to make a positive impact in the world, no matter what path you take.

The Faculty of Business and Law at UOW is a signatory to the Principles of Responsible Management Education (PRME), a global initiative of the United Nations. We champion responsible management education, research and thought leadership in the classroom using real world examples, so when you’re in the workplace you’re prepared to make the business decisions that this world requires.

Study your way

Study online

Complete your degree anywhere online, joining your colleagues in regularly scheduled virtual classes.*

*The Graduate Certificate in Business can also be studied online via a self-paced mode.
### Courses

**Pathway options**

Upon successful completion of a Graduate Certificate, students have the option to enrol in an associated master’s degree, with credit for subjects completed in the Graduate Certificate.

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### Business Administration & Business Administration (Executive)

For Business Administration and Business Administration (Executive) courses, students may progress from the Graduate Certificate, to the Graduate Diploma, then to a Master of Business Administration, with credit for subjects completed in both the Graduate Certificate and the Graduate Diploma.

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#### COMPLETE A MASTER’S PROGRAM IN ONE YEAR

If you have successfully completed an undergraduate degree in Business, Commerce, Finance, Project Management, Logistics or Supply Chain Management, you may be eligible for credit for prior learning into a range of master’s qualifications.

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#### COMPLETE TWO MASTER’S DEGREES IN TWO YEARS

Choose a combination of two master’s degrees from the following list, to complete a tailored program based on your career goals in just two years. For example, a Master of Supply Chain Management and a Master of Business Analytics.

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### Study areas

#### Accounting
- Graduate Certificate in Professional Accounting
- Master of Professional Accounting
- Master of Professional Accounting Advanced

#### Business Analytics
- Graduate Certificate in Business Analytics
- Graduate Certificate in Business Analytics
- Master of Business Analytics

#### Business
- Graduate Certificate in Business
- Graduate Certificate in Business Administration
- Graduate Certificate in Business Administration (Executive)
- Graduate Diploma in Business Administration
- Graduate Diploma in Business Administration (Executive)
- Master of Business
- Master of Business Administration
- Master of Business Administration (Executive)
- Master of Business Administration Advanced

#### Finance
- Graduate Certificate in Applied Finance
- Graduate Certificate in Business
- Master of Applied Finance
- Master of Applied Finance (Investing & Financial Services)
- Master of Financial Management

#### Human Resource Management
- Graduate Certificate in Human Resource Management
- Master of Human Resource Management

#### Innovation and Entrepreneurship
- Graduate Certificate in Innovation and Entrepreneurship
- Master of Innovation and Entrepreneurship

#### International Business
- Graduate Certificate in Business
- Master of International Business

#### Management
- Graduate Certificate in Business
- Master of Management

#### Marketing
- Graduate Certificate in Digital Marketing and Data Analytics
- Graduate Certificate in Marketing
- Master of Marketing

#### Supply Chain Management and Project Management
- Graduate Certificate in Business
- Graduate Certificate in Project Leadership and Management
- Graduate Certificate in Sustainable Supply Chain Management
- Master of Supply Chain Management
- Master of Project Management

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### How to read this guide

- **Degree name:**
- **Graduate Certificate in Business**
- **Duration:** 15 years (72 cp) (1 year with credit)*
- **Normal minimum duration of this degree:** See page 6 for more details.
- **Starts:** T1 (Feb), T2 (May) and T3 (Aug)
- **Location:** Wollongong, on campus or Online
- **The CRICOS code for this degree:** 0100307
- **Overall IELTS (R:6, W:6, L:6, S:6)**
- **English language requirement for IELTS:** A recognised bachelor’s degree with an equivalent (or higher) average mark of 52%; or a UOW Graduate Certificate in Business. Other tertiary qualifications combined with extensive professional work experience will be considered.
- **Credit recognition on the basis of prior completed undergraduate studies:** *If you hold a bachelor’s degree in a Business or Commerce related area you may be granted credit for up to 24 cp (four core subjects)*

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*UOW courses start every year in February, May and August. See page 31 for key dates.*

*UOW campuses where you can study this degree.*

*Minimum requirements to be eligible for enrolment to this course.*
### Graduate Certificate in Professional Accounting

**Duration:** 6 months (24 cp)

**Starts:**
- Campus: 7T (Feb) and 7T (Aug)
- CRICOS: 02678C
- IELTS: Overall 6.0 (R, W, L, S, L, S)

**Prerequisites:**
- A recognised bachelor’s degree or a tertiary academic qualification with duration of at least three years full-time equivalent. Applicants with three years full-time equivalent managerial/professional work experience in accounting will also be considered.

The Graduate Certificate in Professional Accounting is an introductory course that provides a general understanding of accounting and related areas in business, including finance and economics.

#### COURSE STRUCTURE

You are required to complete the following four subjects:

- Principles of Accounting
- Economics for Professionals
- Managerial Finance
- Business Law

Students will also undertake a no fee subject, Transitioning to Business Study, to help students succeed in their studies.

#### PROGRESSION TO MASTER’S COURSES

Upon successful completion of the Graduate Certificate in Professional Accounting and be eligible for credit for the four subjects completed within the Graduate Certificate of Professional Accounting, Progression to other master’s programs, including the MPA, may also be possible with some credit.

### Master of Professional Accounting

**Duration:** 1.5 years (72 cp)

**Starts:**
- Campus: 7T (Feb) and 7T (Aug)
- CRICOS: 02678C
- IELTS: Overall 6.5 (R, W, L, S, L, S)

**Prerequisites:**
- A recognised bachelor’s degree with an equivalent average mark of 50% or a Graduate Certificate in Professional Accounting.
- Applicants with other relevant tertiary qualifications and/ or substantial relevant professional or managerial experience will also be considered for entry.

The Master of Professional Accounting (MPA) is designed for students who want a career in the accounting profession. The learning experience and knowledge areas in this program are focused on the practice of accounting.

The course first introduces the fundamental principles of accounting, economics and aspects of the economic system and then proceeds to the study of specific knowledge areas that are vital for accounting professionals. You will develop knowledge and skills to apply accounting principles in the preparation and interpretation of financial statements and to enable you to research current accounting issues. You will also have an understanding of the differences between accounting principles and taxation law, and the tax implications of business activities.

#### COURSE STRUCTURE

The Master of Professional Accounting requires students to complete 12 core subjects:

- Principles of Accounting
- Financial Accounting
- Accounting in Organisations and Society
- Management and Cost Accounting
- Information Technology and Systems for Accounting
- Auditing and Assurance
- Professional Practice - Taxation
- Economics for Professionals
- Business Analytics
- Managerial Finance
- Business Law
- Professional Accounting Capstone

### Master of Professional Accounting Advanced

**Duration:** 2 years (96 cp)

**Starts:**
- Campus: 7T (Feb) and 7T (Aug)
- CRICOS: 02678C
- IELTS: Overall 6.5 (R, W, L, S, L, S)

**Prerequisites:**
- A recognised bachelor’s degree with an equivalent average mark of 50% or a Graduate Certificate in Professional Accounting.
- Applicants with other relevant tertiary qualifications and/ or substantial relevant professional or managerial experience will also be considered for entry.

The Master of Professional Accounting Advanced is a two-year degree designed for non-accounting graduates who want a career in the accounting profession and want to enhance their learning experience by including another discipline specialisation within their degree. The learning experience and knowledge areas in the MPA Advanced are focused on the practice of accounting.

Within the MPA Advanced, you can choose to complete one of three possible specialisations, depending on your career aspirations. The Business Analytics specialisation equips you with the skills to utilise and interpret data to inform business strategies and add value to businesses. The Financial Management specialisation equips you with the skills to utilise and interpret data to inform business strategies and add value to businesses. The International Business specialisation allows you to broaden your knowledge of intercultural aspects of the business environment.

#### COURSE STRUCTURE

- Business specialisation allows you to focus on areas of financial management such as banking and securities. The International Business specialisation allows you to broaden your knowledge of intercultural aspects of the business environment.

### COURSE STRUCTURE

**Business analytics**

- Essential Elements for Business Analytics
- Techniques and Tools for Business Analytics

**Financial management**

- Financial Statement Analysis for Business

**International business**

- Cross Cultural Management

The Master of Professional Accounting and the Master of Professional Accounting Advanced enables students to meet the educational and membership requirements of CPA Australia, Chartered Accountants ANZ, the Institute of Public Accountants, and international professional associations ACCA and CIMA. Additionally, graduates of the Business Analytics specialisation will be awarded with the Statistical Analysis System (SAS) Joint Certification.

For more information visit [business.uow.edu.au/accreditation](business.uow.edu.au/accreditation)

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**Oyuunsuren Bibish**
Master of Professional Accounting

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**I undertook the Master of Professional Accounting to change my career.**

The course provides the latest insights and thinking across various industries and organisations with a strong focus on modern accounting practices. Changing careers or starting a new career can be challenging. UOW made it incredibly easy, especially for a person who felt stuck in a career path.
People see you differently knowing that you’ve done an MBA. I don’t think I would be where I am now without it. It made me realise I can be an executive.

Sophie Imbert
Master of Business Administration
Head of Customer Experience and Transformation, Russell Investments

The Graduate Certificate in Business is suitable for those who want to advance their career, formalise their industry experience or up-skill and move into a business-focused role within their field. This degree covers key business areas including marketing, accounting, finance, organisational behaviour and management, and global business challenges and perspectives.

**COURSE STRUCTURE**
- Accounting and Financial Management
- Organisational Behaviour and Management
- Principles of Marketing Management
- Operations Management

Students will also undertake a no fee subject, Transitioning to Business Study, to help students succeed in their studies.

**PROGRESSION TO MASTER’S COURSES**
Upon successful completion of the Graduate Certificate in Business, you may enrol in a range of master’s programs offered by Sydney Business School and be eligible for the four subjects completed. Progression to the MBA may also be possible with some credit.

The Master of Business allows you to be the master of your degree, choosing the subjects that are of most interest to you and of most relevance to your career. You will be equipped with fundamental business knowledge and skills through a set of core subjects, as well as a research capstone.

If you wish to specialise in a specific area of business, you can combine your Master of Business with one of our specialist business models.

**COURSE STRUCTURE**
- Core subjects
  - Accounting and Financial Management
  - Operations Management
  - Organisational Behaviour and Management
  - Principles of Marketing Management
- Specialised subjects
  - Management of Change
  - Leading in Contemporary Organisations
- Research capstone subject
  - Business Research Capstone

The Master of Business Administration is a pathway into the Master of Business Administration (MBA) or a standalone qualification for experienced professionals with ambition and drive to develop their responsible leadership skills. With this qualification you will gain a holistic strategic business point-of-view required to operate effectively in an increasingly competitive and changing global business world.

**COURSE STRUCTURE**
- Accounting for Managerial Decision Making
- Strategic Marketing Management
- Responsible Talent Management Strategies

The Graduate Certificate in Business Administration is a unique degree designed for experienced senior managers who want to build their professional capabilities, those aspiring to executive positions and entrepreneurs who are motivated to start and grow their own business venture.

The program will develop and advance the skills required to respond to the dynamic business environment by identifying, implementing and managing best business practices through the New Business Venture stage of the business life cycle.

You will learn to be innovative, visionary and strategic in the delivery of key business outcomes and realise and develop your authentic leadership style.

**COURSE STRUCTURE**
- Leadership in the Contemporary Business Environment
- Managing New Business Ventures and Opportunities

**PROGRESSION TO MASTER’S COURSES**
This course is only available to domestic students. This course is embedded into the Graduate Diploma of Business Administration (Executive) and Master of Business Administration (Executive), which means you can progress into either of these programs with credit for all four subjects completed.

*The Statement of Motivation should be no more than one page, written in English, and should address your motivation for studying the MBA with the Sydney Business School, and how the degree will help achieve your career goals and aspirations.
The Graduate Diploma in Business Administration is designed as a pathway into the Master of Business Administration or a standalone qualification for experienced professionals with ambition and drive who wish to develop their responsible and sustainable leadership skills. You will gain a strategic business point-of-view required to operate effectively in an increasingly competitive and challenging business world.

In addition to the first phase of the MBA structure where you will learn to diagnose issues in real organisations, you will also start to explore the latest thinking and practices from leading organisations and research worldwide, and evaluate emerging opportunities and new business developments. You’ll also get the chance to fine-tune your skills in creative thinking and problem solving, ethical decision making, communication and team work.

**Course Structure**

- Accounting for Managerial Decision Making
- Marketing Management
- Responsible Talent Management
- Design Thinking and Business Transformation
- Financial Strategy and Governance
- Strategic Business Project Responsible Leadership for a Global World
- Global Business Challenges

**Course Structure**

- Executive Transformation
- Fundamental Executive Skills
- Leadership in Contemporary Business Environment
- International Business and Market Analysis
- Managing New Business Ventures and Opportunities
- Managing Businesses in Growth
- Managing Mature Businesses
- Managing Business for Regeneration or Termination
- Business Consultancy Report

**Course Structure**

- Business Analytics for Economic and Market Environments
- Business Analytics for Services and Operations
- Banking Theory and Practice
- Advanced Managerial Finance

**Course Structure**

- Human Resource Management
- Job Analysis, Recruitment and Selection
- Managing Employment Relations in Organisations

**Course Structure**

- Innovation and Entrepreneurship
- Insights into Innovation and Entrepreneurship
- Developing and Marketing New Products and Services
- Financial Skills for Entrepreneurs
- Business Innovation Plan

**Course Structure**

- Consumer Behaviour
- Marketing Strategy
- Marketing Communications
- Project management
- Advanced Project Management
- Project Management Practice
- Negotiation Theory and Practice for Project Management

**Course Structure**

- Logistics Systems
- Supply Chain Management
- Advanced Supply Chain Management
- Strategic Procurement Management

**Course Structure**

- Essential Elements for Business Analytics
- Techniques and Tools for Business Analytics
Graduate Certificate in Analytics of Medical Imaging Data

Duration  6 months (24 cp)  
Starts  T2 (May)  
Location  UOW Online  
Prerequisites  A recognised bachelor’s degree or a tertiary academic qualification with duration of at least three years full-time equivalent, plus three years of full-time equivalent managerial/professional work experience. Other tertiary qualifications combined with at least five years of relevant full-time professional work experience. 

This course is only available to domestic students.

The Graduate Certificate in Analytics of Medical Imaging Data is designed to prepare medical imaging professionals with specialist data analytics skills. Developed in collaboration with the Medical Imaging Service of Illawarra Shoalhaven Local Health District (ISLHD), NSW Health. Australian Health Services Research Institute (AHSRI) and the University of Wollongong, you will learn to develop strategies for dealing with large volumes of medical imaging data collected through medical imaging technologies. Through this course you will gain the skills and knowledge necessary to become an effective leader in data analytics for this profession.

COURSE STRUCTURE

You will study four core subjects:
- Essential Techniques and Tools for Applied Analytics
- Introducing Medical Imaging Data for Applied Analytics
- Investigative & Diagnostic Data Analytics for Medical Imaging
- Prescriptive & Predictive Analytics for Medical Imaging

PROGRESSION TO MASTER’S COURSES

Successful completion of the Graduate Certificate in Analytics of Medical Imaging Data provides a pathway to the Master of Business Analytics, with credit for three subjects completed during the Graduate Certificate. Progression to other master’s programs, including the MBA, may be possible with some credit.

Professional Recognition

Graduates of the Graduate Certificate in Analytics of Medical Imaging Data will be awarded with the SAS Academic Specialisation in Medical Imaging Data Analytics.

I was able to learn how to interpret big data sets, create interactive reports and predictive analytics by using real life business cases. The Sydney CBD campus is close to the city area and has a great view facing the Sydney Harbour Bridge. There are a lot of common areas for quiet study and the location is very convenient.

Toby Yin Kiu Lee
Master of Business Analytics

Every six to eight weeks, I could do a three-day intensive learning block and that really suited my lifestyle.

Ryan Hunt
Master of Business Administration (Executive)
Director, Business Systems
School Infrastructure NSW

Business Analytics

The Sydney CBD campus is close to the city area and has a great view facing the Sydney Harbour Bridge. There are a lot of common areas for quiet study and the location is very convenient.

Toby Yin Kiu Lee
Master of Business Analytics

2023 Course Guide
Sydney Business School, University of Wollongong
Graduate Certificate in Business Analytics

Course Guide

Duration: 6 months (24 cp)
Starts: T1 (Feb), T2 (May) and T3 (Aug)
Location: Wollongong, Sydney and UOW Online

Prerequisites:
- A recognised bachelor’s degree or a tertiary academic qualification with duration of at least three years full-time equivalent, plus three years of full-time equivalent managerial/professional work experience.
- Other tertiary qualifications combined with at least five years of relevant full-time professional work experience.

This course is only available to domestic students.

In today’s technology-driven world, people and organisations are generating, collecting and storing more data than ever before. Organisations across various industries are seeking graduates with skills to utilise and interpret this data to inform business strategies and add value to their business. The Graduate Certificate in Business Analytics is designed to prepare you with the essential skills to undertake real-world business analytics tasks on big data business problems. The course introduces various tools and techniques that allow you to learn and explore different capabilities of statistical learning for Business Analytics.

**Course Structure**

- Essential Elements for Business Analytics
- Techniques and Tools for Business Analytics
- Business Analytics for Economic and Market Environments
- Business Analytics for Services and Operations

**Progression to Master’s Courses**

Upon successful completion of the Graduate Certificate in Business Analytics, you may enrol in a Master of Business Analytics and receive credit for the four subjects completed within the Graduate Certificate. Progression to the MBA may also be possible with some credit.

Financial Focus

I undertook the Master of Applied Finance degree to strengthen my skills and knowledge in the finance sector. The course was delivered flexibly and provided the latest insights, as well as the latest global trends. Sydney Business School provided me with a great opportunity to enhance my communication, critical thinking and leadership skills.

Chantsal Bat-Ochir
Master of Applied Finance [Investing and Corporate Treasury]
Financial and Data Analyst

Graduate Certificate in Applied Finance

Course Guide

Duration: 6 months (24 cp)
Starts: T1 (Feb) and T3 (Aug)
Location: Wollongong, Sydney and UOW Online

CRICOS: 0100316
IELTS: Overall 6.0 (R:6, W:6, L:5, S:5)

Prerequisites:
- A recognised bachelor’s degree or a tertiary academic qualification with duration of at least three years full-time equivalent.
- Applicants with five years of full-time equivalent managerial/professional work experience in finance will also be considered.

The Graduate Certificate in Applied Finance is an introductory course designed to provide a general understanding of areas in Applied Finance, such as financial statement analysis, managerial finance, statistics and corporate governance.

**Course Structure**

- Financial Statement Analysis for Business
- Advanced Managerial Finance
- Socially Responsible Finance
- Financial Institutions

Students will also undertake a no fee subject, Transitioning to Business Study, to help students succeed in their studies.

**Progression to Master’s Courses**

Upon successful completion of the Graduate Certificate in Applied Finance, you may enrol in a Master of Applied Finance and be eligible for credit for the four subjects completed within the Graduate Certificate. Progression to other master’s programs, including the MBA, may also be possible with some credit.
COURSE STRUCTURE

The Master of Applied Finance comprises of 12 subjects, including four core subjects, six compulsory subjects from the chosen specialisation, plus two electives from an approved list.

Core subjects
- Financial Institutions
- Financial Statement Analysis for Business
- Advanced Managerial Finance
- Statistics for Decision Making
- Socially Responsible Finance
- Research in Financial Markets and Institutions
- Risk Management

Investing
- Alternative Investments
- Portfolio Management
- Portfolio Simulation

Plus two electives from an approved list.

The Master of Applied Finance will be considered.

The Master of Applied Finance with a double specialisation in Investing and Financial Services is for students who are interested in focusing on investment, portfolio management and financial services. The degree will allow you to integrate technical, theoretical and industry knowledge on the operation and organisation of – and participation in – local and international financial services. The Investing specialisation focuses on investment and portfolio management, while the Financial Services specialisation focuses on financial institutions, as well as bank management and lending.

COURSE STRUCTURE

You will undertake a total of 16 subjects. As a Master of Applied Finance's seven core subjects, students will undertake six compulsory subjects from the Investing and Financial Services specialisation plus three elective subjects from an approved list.

The Graduate Certificate in Business is suitable for those who want to advance their career, formalise their industry experience or up-skill and move into a business-focused role within their field. This degree covers key business areas including marketing, accounting, finance, organisational behaviour and management, and global business challenges and perspectives.

COURSE STRUCTURE

- Accounting and Financial Management
- Organisational Behaviour and Management
- Principles of Marketing Management
- The Economics of Global Business Challenges

Students will also undertake a fee subject, Transitioning to Business Study, to help students succeed in their studies.

PROGRESSION TO MASTER'S COURSES

Upon successful completion of the Graduate Certificate in Business, you may enrol in a range of master's programs offered by Sydney Business School and be eligible for the four subjects completed within the Graduate Certificate. Progression to the MBA may also be possible with some credit.

Professional Recognition

Graduates of the Master of Applied Finance may be eligible for membership of the Financial Services Institute of Australasia (FSIA). For more information visit: business.uow.edu.au/accreditation

The Master of Applied Finance provides an opportunity for you to enhance your career opportunities by developing further professional and personal skills, and knowledge in Financial Management areas.

You will learn to plan, organise, direct and control financial activities such as obtaining funds and using funds for investments. You will study topics such as investment management, financial strategy, financial statement analysis and learn how to review the global financial system and understand the principles of descriptive and inferential statistics and their applications in the business environment.

For a two-year program, this degree can be combined with a second master's degree from Sydney Business School. See page 6 for more details.
I had a great time networking with my cohort and learning from industry experts who shared real success and failure stories. The experience at Sydney Business School, UOW exceeded my expectations, as I received support and guidance whether related to my course or to my start-up.

Mandeep Sohdhi
Founder & CEO, ETI

I instigate and shape insightful conversations highlighting complexities of talent management. This is particularly pertinent given all the talk about the need to recruit and retain the best talent and the challenges associated with enacting strategically aligned policies and practices.

By applying rigorous methodologies, 15 years of industry experience, and an understanding of academic and practitioner debates, I recommend how to manage talent in deliberate, effective and responsible ways.

Dr Sharna Wiblen
Lecturer
Master of Innovation and Entrepreneurship

Duration: 15 years (5 year with credit)* (72 cp)
Starts: T1 (Mar), T2 (May) and T3 (Aug)
Location: Wollongong, Sydney and UOW Online
CRICOS: 0100308
IELTS: Overall 6.5 (R:6, W:6, L:6, S:6)

Credit: *If you hold a bachelor’s degree with an equivalent average mark of 50%, or a UOW Graduate Certificate in Innovation and Entrepreneurship or Business, Other tertiary qualifications combined with extensive professional work experience will be considered.

Entrepreneurship
Throughout your degree, our academics will equip you with knowledge in innovative leadership, financial skills for entrepreneurs, how to navigate the complexities of innovation and entrepreneurship, business innovation planning, and creating and marketing new products. You will understand how to raise capital and gain detailed knowledge of the complexities of initiating, developing, managing and exploiting innovation.

The Master of Innovation and Entrepreneurship will allow you to explore the potential exploitation of your own business idea. You will learn to evaluate opportunities from a range of perspectives, including financial, technical and legal, as well as gain a thorough understanding of the processes associated with the development and marketing of a new product in today’s complex environment.

You will then complete your degree with an industry-based research project that will enable you to apply the skills developed into a practical project.

For a two-year program, this degree can be combined with a second master’s degree from Sydney Business School. See page 6 for more details.

COURSE STRUCTURE

Foundation subjects
– Accounting and Financial Management
– Operations Management
– Organisational Behaviour and Management
– Principles of Marketing Management

Core subjects
– Insights into Innovation and Entrepreneurship
– Contemporary Leadership Skills for Entrepreneurs
– Financial Skills for Entrepreneurs
– Business Innovation Plan
– Developing and Marketing New Products and Services

Research capstone subject
– Business Research Capstone
– Plus two electives from an approved list.

UOW is home to the start-up hub iAccelerate at the Innovation Campus. Over 150 companies have completed the iAccelerate program.

Graduate Certificate in Business

Duration: 6 months (24 cp)
Starts: T1 (Mar), T2 (May) and T3 (Aug)
Location: Wollongong, Sydney and UOW Online
CRICOS: 095231K
IELTS: Overall 6.0 (R:6, W:6, L:5, S:5)

Prerequisites: A recognised bachelor’s degree or a tertiary academic qualification with duration of at least three years full-time equivalent or three years full-time equivalent managerial/professional work experience or seven years full-time equivalent general work experience.

The Graduate Certificate in Business is suitable for those who want to advance their career, formalise their industry experience or up-skill and move into a business-focused role within their field. This degree covers key business areas including marketing, accounting, finance, organisational behaviour and management, and global business challenges and perspectives.

COURSE STRUCTURE

– Accounting and Financial Management
– Organisational Behaviour and Management
– Principles of Marketing Management
– Operations Management

Students will also undertake a no fee work-placement subject to help students succeed in their studies.

PROGRESSION TO MASTER’S COURSES

Upon successful completion of the Graduate Certificate in Business, you may enrol in a range of master’s programs offered by Sydney Business School and be eligible for the four subjects completed within the Graduate Certificate. Progression to the MBA, may also be possible with some credit.

I was impressed with the content of the subjects, the practical insights and the way of teaching that delivered the latest global trends and business strategies in addition to providing relatable examples from real life. This gave me the opportunity to develop my personal and professional skills especially in cross-cultural interactions, entrepreneurship and managing international business and teams.

Hesham Elkady
Master of Business (International Business)
Senior Customer Solutions Manager, Amazon Web Services

International Business

2023 Course Guide
The Master of International Business is designed to develop and broaden the capabilities and resources of business managers in the global business environment. It provides the opportunity to acquire contemporary knowledge and skills demanded by modern international business organisations. You will study topics such as multinational business strategies to achieve business advantages in the changing global marketplace.

The Graduate Certificate in Business is suitable for those who want to advance their career, formalise their industry experience or up-skill and move into a business-focused role within their field. This degree covers key business areas including marketing, accounting, finance, organisational behaviour and management, and global business challenges and perspectives.

The Master of Management provides an opportunity for you to enhance your career opportunities by further developing theoretical and practical skills and knowledge in key management areas.

Graduates of the Master of Management will have examined organisational structures, lead and implemented organisational change, managed projects and leveraged organisational competitive advantages in the changing global marketplace.

For a two-year program, this degree can be combined with a second master’s degree from Sydney Business School. See page 6 for more details.

**COURSE STRUCTURE**
- Accounting and Financial Management
- Organisational Behaviour and Management
- Principles of Marketing Management

**Core subjects**
- Managerial Finance
- International Marketing Strategy
- Insights into Innovation and Entrepreneurship
- Cross Cultural Management
- Global Business Strategy

**Research capstone subject**
- Business Research Capstone

Plus two electives from an approved list.

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I had a really good chat with UOW about flexibility. They told me how understanding they would be and they have proven to be very flexible for family and work life. My lecturers have been fantastic. I’ve often used FaceTime and over the phone conversations when I haven’t been able to attend lectures. We also organise catch-up sessions – each lecturer is extremely understanding that I’m time poor.

Renee Connolly
Switzer Australia
I chose to study marketing at UOW due to their positive rankings, course structure – in particular their marketing subjects, option for trimesters and campus locations. I have been taught by excellent lecturers who have significant experience within the industry and are always open to helping their students. The trimester set up coupled with subjects offered outside work hours has proven greatly beneficial for me. Being able to study whilst working has allowed me to actively link topics to real life applications and develop from my studies faster.

Pelin Amy Gallard
Master of Business (Marketing)
Senior Business Manager, Orchard

The Graduate Certificate in Digital Marketing and Data Analytics will enable you to use digital technologies and various types of data to make informed and effective marketing decisions to achieve objectives. This degree combines marketing fundamentals, marketing research, digital marketing strategies and cutting-edge analytics techniques. You will learn how to explore consumer insights using data analytics techniques from various marketing channels to maximise and optimise return on marketing investment. Using practical exercises and real-world examples, this course is designed to prepare you as a digital and data-driven marketer for the 21st century.

**COURSE STRUCTURE**
- Principles of Marketing Management
- Digital Marketing
- Research For Marketing Decisions
- Big Data & Marketing Analytics

**PROGRESSION TO MASTER’S COURSES**
Upon completion of the Graduate Certificate in Marketing or Digital Marketing and Data Analytics, you may enrol in the Master of Marketing and Data Analytics or the MBA, respectively, to complete the remaining subjects for these degrees. You will be eligible for credit for up to 24 credit points (four core subjects). For more details, please see page 6.

**The Master of Marketing involves an exploration of the motives of consumers during the purchase of products and services. You will learn how to use this market research to make more effective marketing decisions.**

Leading marketing academics will teach you to examine who the customer is to develop a competitive advantage by effectively positioning products and services in the market. You will study how to utilise promotional tools an organisation may use to create this competitive advantage and enhance a brand’s equity, whether the organisation is a commercial, non-profit, or social entity.

This master’s degree will ultimately enable you to develop and demonstrate technical knowledge and skills in marketing, a field increasingly important for all types of organisations that need to deliver value through the products and services they create. You will have the opportunity to study a wide range of advanced topics in marketing and gain professionally oriented generalist and specialist marketing skills. For a two-year program, this degree can be combined with a second master’s degree from Sydney Business School. See page 6 for more details.
I was fortunate to study my master’s degree in the field of Supply Chain Management and Project Management from Sydney Business School. The learning environment, facilities and knowledge provided here enhanced my skills and understanding across various industries with the latest trends. The university encouraged me to drive innovation and critical thinking which I believe truly helped shape my future career path.

Shreya Kannaujia
Master of Science (Supply Chain Management and Project Management)
Senior Business Analyst, Westpac
Master of Project Management

**Duration**  
15 years (5 year with credit)** (72 cp)  
2 years if combined with another master's program. See page 6 for more details.

**Starts**  
T1 (Feb), T2 (May) and T3 (Aug)

**Location**  
Wollongong, Sydney and UOW Online

**CRICOS**  
099974E

**IELTS**  
Overall 6.5 (R:6, W:6, L:6, S:6)

**Prerequisites**  
A recognised bachelor's degree in a specialisation related to Business, Engineering, Maths or IT with an equivalent average mark of 50% or a Graduate Certificate in Business. Other tertiary qualifications combined with extensive professional work experience will be considered.

**Credit**  
*If you hold a bachelor's degree in Logistics, Supply Chain Management or a related area you may be granted credit for up to 24 cp (four core subjects).

The Master of Project Management explores how efficient management can provide organisations with improved ability to plan, implement and control their business activities. This master's degree provides comprehensive project management skills and capabilities on the full project lifecycle from project initiation, planning, execution to project closing, and teaches strategies for dealing with a broad range of issues encountered within business organisations. The growth of new forms of technology in project management has prompted organisations to look for skilled project managers who can enhance the performance of their businesses.

For a two-year program, this degree can be combined with a second master's degree from Sydney Business School. See page 6 for more details.

**COURSE STRUCTURE**

- **Foundation subjects**  
  - Accounting and Financial Management  
  - Operations Management  
  - Organisational Behaviour and Management  
  - Principles of Marketing Management

- **Core subjects**  
  - Project Management  
  - Advanced Project Management  
  - Managing and Leading Project Teams  
  - Negotiation Theory and Practice for Project Management  
  - Project Management in Practice

- **Research capstone subject**  
  - Operations Capstone

Plus two electives from an approved list.

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**Important dates**

**TRIMESTER 1 2023**

- **Applications close**  
  31 Dec 2022

- **Orientation and enrolment of new students**  
  - Sydney campus: 30 Jan
  - Wollongong campus: 31 Jan
  - Online campus: 1 Feb

- **Trimester dates**  
  (Inclusive of Examination Week)  
  - 6 Feb – 28 April

- **Release of results**  
  10 May

**TRIMESTER 2 2023**

- **Applications close**  
  31 March

- **Orientation and enrolment of new students**  
  - Sydney campus: 8 May
  - Wollongong campus: 9 May
  - Online campus: 10 May

- **Trimester dates**  
  (Inclusive of Examination Week)  
  - 15 May – 4 Aug

- **Release of results**  
  16 Aug

**TRIMESTER 3 2023**

- **Applications close**  
  30 June

- **Orientation and enrolment of new students**  
  - Sydney campus: 14 Aug
  - Wollongong campus: 15 Aug
  - Online campus: 16 Aug

- **Trimester dates**  
  (Inclusive of Examination Week)  
  - 21 Aug – 16 Nov

- **Release of results**  
  30 Nov

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**How to apply**

Please contact our recruitment team to learn more about our degrees and how to apply:

Australia: 1300 367 869  
International: +61 2 4221 3218  
Email: futurestudents@uow.edu.au

For more information visit  
sydneybusinessschool.edu.au/study/apply

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**Fees**

For fee information, find your course on  
uw.info/business