Master your career growth

2021 Course Guide
Sydney Business School, University of Wollongong

Our mission is to advance business-related knowledge through ground-breaking research, innovative degree programs, inspirational teaching and industry collaboration to promote responsible leadership and sustainable business practice, and contribute to a stronger economy and a more just society.

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.

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

5 Star
Globally rated a 5 star university
QS World University Rankings 2021

Top 200
Universities in the world
QS World University Rankings 2021

Tier 1
MBA and EMBA programs
CEO Magazine 2020 Global MBA Rankings

Number 1
Executive MBA in NSW, Australia
CEO Magazine 2020 Global MBA Rankings

Top 5%
UOW has achieved the prestigious AACSB accreditation, placing us among the top 5% of business schools in the world.

Why Sydney Business School, UOW?

1. Choice of two locations: Sydney and Wollongong
2. Scholarships to help you invest in your 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
Domestic students

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 2021. For a list of eligible courses and terms and conditions, visit our scholarship website.

25% PARTIAL TUITION SCHOLARSHIP
There are ten partial tuition scholarships available for high achieving domestic students commencing at Sydney Business School across the year. The scholarship offers a 25% reduction of the tuition fee for the standard duration of the course.

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

10% CORPORATE PARTNERSHIP DISCOUNT
If your employer has signed up to a Corporate Partnership with Sydney Business School, you could be eligible for a 10% discount on your course fees.

International students

30% POSTGRADUATE ACADEMIC EXCELLENCE SCHOLARSHIP
The 30% Postgraduate Academic Excellence Scholarship is for high achieving international students with a 75% WAM or equivalent commencing their first master’s degree at UOW’s Sydney Business School. The scholarship offers a 30% reduction of the international tuition fee for the standard duration of the course.

20% SYDNEY BUSINESS SCHOOL BURSARY
The 2021 bursary applies to international students commencing their first course at Sydney Business School, UOW at our Wollongong or Sydney campus. The bursary offers a 20% reduction of the full tuition fee for the standard duration of the course. For a list of eligible citizenships and courses, 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.

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

Locations

Sydney CBD
Sydney 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.

Wollongong
Wollongong is Australia’s ninth largest city, and situated in the Illawarra Region, on the 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.

AT A GLANCE*

3,022 Enrolled students
26 Average age
44 Nationalities
24,294 Alumni

7 Locations where courses are delivered
28 Average tutorial class size
125+ Student clubs
180+ Live music acts on campus

60+ Student sporting teams
20+ Food outlets and cafes
91% Employment rate post graduation*

$108,500 Graduates median salary*

*Based on 2019 figures. QILT 2017-2019 Graduate Outcomes Survey.
Study delivery

We offer three intakes per year and courses are formatted and scheduled to fit in with your professional commitments. Some classes are offered on a weekly basis throughout the day or evening, while others run in intensive mode over the weekend to minimise time away from other responsibilities.

“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)
Senior Product Manager, Amazon Alexa

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.

INTERACTIVE BUSINESS CHALLENGES

Our Interactive Business Challenges allow you to experience a genuine real-world consulting experience with actual public, private and not-for-profit clients. Organisations brief teams of students on real business challenges, and students ‘compete’ for the organisation’s business by completing a report or presentation with their ideas.

UOW

UOWx is all about building your personal brand. It is a program that formally recognises the extracurricular leadership skills and knowledge you have gained outside the classroom. The more ways you get involved, the better your UOWx transcript looks.

uow.edu.au/student/life/uowx

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

RESEARCH PROJECTS

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uow.edu.au/student/life/uowx

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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, jobs, 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
- Learning development support
- Library
- Business Central
- English language program
- Student computer availability
- Bloomberg technology for education (see page 19 for more details)
- 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 (PRIME), 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 areas

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<tbody>
<tr>
<td>- Graduate Certificate in Professional Accounting</td>
<td>- Graduate Certificate in Human Resource Management</td>
<td>- Graduate Certificate in Innovation and Entrepreneurship</td>
<td>- Graduate Certificate in Business</td>
<td>- Graduate Certificate in Business</td>
<td>- Graduate Certificate in Marketing</td>
<td>- Graduate Certificate in Business</td>
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<tr>
<td>- Master of Professional Accounting Advanced</td>
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<td>- Master of Project Management</td>
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### Courses

#### Pathway options

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

#### Business Administration

For Business Administration 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.

#### How to read this guide

<table>
<thead>
<tr>
<th>Degree name</th>
<th>Master of Business</th>
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<tbody>
<tr>
<td>Normal minimum duration of this degree.</td>
<td>1.5 years (72 cp) 2 years if combined with another master’s program. See pg 6 for more details.</td>
</tr>
<tr>
<td>DURATION</td>
<td>Trimesters 1 (February), 2 (May) and 3 (August)</td>
</tr>
<tr>
<td>STARTS</td>
<td>Wollongong and Sydney</td>
</tr>
<tr>
<td>LOCATION</td>
<td>CRICOS 010307</td>
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<tr>
<td>CRICOS</td>
<td>Overall 6.5 (R:6, W:6, L:6, S:6) A recognised bachelor’s degree with an equivalent average mark of 55% or a UOW Graduate Certificate in Business. Other tertiary qualifications combined with extensive professional work experience will be considered.</td>
</tr>
<tr>
<td>ENTRANCE REQUIREMENTS</td>
<td>Minimum requirements to be eligible for enrollment to this course.</td>
</tr>
<tr>
<td>CREDIT</td>
<td>If you hold a bachelor’s degree in a Business or Commerce related area you may be granted credit for up to 24 cp (6 core subjects)</td>
</tr>
</tbody>
</table>

UOW courses start every year in February, May and August. See page 33 for key dates.

UOW campuses where you can study this degree.

*Minimum requirements to be eligible for enrollment to this course.*
Accounting Foundations for Professionals
Professional Practice – Taxation
Statistics for Decision Making
Essential Elements for Business Analytics
Applied Management Accounting
Financial Statement Analysis for Business
Cross Cultural Management
Legal Studies for Professionals
Business Analytics for Services and Operations
Statistics for Decision Making
Business Analytics for Economic and Market Environments
Professional Practice – Auditing and Risk Assurance
Economics for Professionals

SYDNEY BUSINESS SCHOOL, UNIVERSITY OF WOLLONGONG
Master of Professional Accounting
Oyunsuren Bibish

felt stuck in a career path.

especially for a person who

UOW made it incredibly easy,

careers or starting a new

accounting practices. Changing

with a strong focus on modern

provides the latest insights

Professional Accounting to

“I undertook the Master of

The course

programs, including the MBA, may also be possible with

some credit.

40,000 to 400imer's equivalent average mark of 50%

in Professional Accounting, you may enrol in a Master of

and knowledge areas in the MPA Advanced are

focussed 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.

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 enables 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.

The Master of Professional Accounting requires students to

complete 12 core subjects:

– Accounting Foundations for Professionals
– Applied Financial Accounting
– Applied Management Accounting
– Economics for Professionals
– Law of Business Organisations
– Legal Studies for Professionals
– Management and Information Systems
– Managerial Finance
– Professional Practice – Auditing and Risk Assurance
– Professional Practice – Taxation
– Statistics for Decision Making
– Theoretical Foundations of Accounting

The Master of Professional Accounting Advanced students

undertake a total of 16 subjects. In addition to the Master

of Professional Accounting 12 core subjects, students are

required to study four subjects within either the Business

Analytics, Financial Management or International Business

specialisations outlined below.

BUSINESS ANALYTICS
– Essential Elements for Business Analytics
– Techniques and Tools for Business Analytics
– Business Analytics for Economic and Market Environments
– Business Analytics for Services and Operations

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
Graduate Certificate in Business

**Graduate Certificate in Business**

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

**STARTS**: Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**: Wollongong and Sydney

**CREDITS**: Overall 6.5 (F6, W6, L, S, L6)

**ENTRY REQUIREMENTS**: A recognised bachelor’s degree or a tertiary academic qualification with a minimum of 3 years full-time equivalent 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, familiarise 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, financial, organisational behaviour and management, and global business challenges and perspectives.

**CURRICULUM 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 within the Graduate Certificate. Progression to the MBA, may also be possible with some credit.

**Graduate Diploma in Business Administration**

**DURATION**: 1.5 years (72 cp) (1 year with credit)*

**STARTS**: Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**: Wollongong and Sydney

**CREDITS**: Overall 6.5 (F6, W6, L, S, L6), plus five elective subjects from an approved list.

**ENTRY REQUIREMENTS**: A recognised bachelor’s degree or a tertiary academic qualification with a minimum of 3 years full-time equivalent work experience or seven years full-time equivalent general work experience.

The Graduate Certificate in 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.

Embedded in the MBA, this course focuses on marketing, talent management and accounting from a variety of perspectives. You’ll also develop communication, information and analytical skills while taking account of business ethics, regulatory governance and context-specific constraints.

**COURSE STRUCTURE**
- Accounting for Managerial Decision Making
- Strategic Marketing Management
- Responsible Talent Management Strategies
- Plus one elective from an approved list.

**PROGRESSION TO MASTER’S COURSES**

This course is embedded in the Master of Business Administration, which means you can progress to this master’s program with credit for all eight subjects completed.

Hayden Daly
Assistant Project Manager, ALDI Stores Australia

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The Master of Business enables 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 master’s degrees to create a two year program tailored for you. See pg 6 for more details.

**Graduate Diploma in Business Administration**

**DURATION**: 1 year (48 cp)

**STARTS**: Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**: Wollongong and Sydney

**CREDITS**: Overall 6.5 (F6, W6, L, S, L6), plus five elective subjects from an approved list.

**ENTRY REQUIREMENTS**: A recognised bachelor’s degree or a tertiary academic qualification with a minimum of 3 years full-time equivalent work experience or seven years full-time equivalent general work experience.

This course is only available to domestic students.

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 holistic strategic business point-of-view required to operate effectively in an increasingly competitive and changing global 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 researchers worldwide, and evaluate emerging options in today’s business environment. You’ll also get the chance to fine-tune your skills in research, creative thinking and problem solving, ethical decision making, communication and team work.

**COURSE STRUCTURE**
- Accounting for Managerial Decision Making
- Strategic Marketing Management
- Responsible Talent Management Strategies
- Design Thinking and Business Transformation
- Innovation, Entrepreneurship and Commercialisation
- Financial Strategy and Governance
- Strategic Marketing Management
- Responsible Talent Management Strategies
- Plus one elective from an approved list.

**PROGRESSION TO MASTER’S COURSES**

This course is embedded in the Master of Business Administration, which means you can progress to this master’s program with credit for all eight subjects completed.

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The Graduate Certificate in Business is suitable for those who want to advance their career, familiarise 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, financial, organisational behaviour and management, and global business challenges and perspectives.

**CURRICULUM 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 within the Graduate Certificate. Progression to the MBA, may also be possible with some credit.

**Graduate Diploma in Business Administration**

**DURATION**: 1.5 years (72 cp) (1 year with credit)*

**STARTS**: Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**: Wollongong and Sydney

**CREDITS**: Overall 6.5 (F6, W6, L, S, L6), plus five elective subjects from an approved list.

**ENTRY REQUIREMENTS**: A recognised bachelor’s degree or a tertiary academic qualification with a minimum of 3 years full-time equivalent work experience or seven years full-time equivalent general work experience.

The Graduate Certificate in 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.

Embedded in the MBA, this course focuses on marketing, talent management and accounting from a variety of perspectives. You’ll also develop communication, information and analytical skills while taking account of business ethics, regulatory governance and context-specific constraints.

**COURSE STRUCTURE**
- Accounting for Managerial Decision Making
- Strategic Marketing Management
- Responsible Talent Management Strategies
- Plus one elective from an approved list.

**PROGRESSION TO MASTER’S COURSES**

This course is embedded in the Master of Business Administration, which means you can progress to this master’s program with credit for all eight subjects completed.
Master of Business Administration

**DURATION**

1.5 years (72 cp)

**STARTS**

Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**

Sydney Business School

**CREDITS**

Total: 72 credits

**ENTRY REQUIREMENTS**

- A recognised bachelor’s degree with an equivalent grade point average (GPA) of 5.5 or higher OR a UOW Graduate Diploma in Business Administration, or a UOW Graduate Diploma in Business Administration, plus a minimum of 5 years relevant full-time professional or managerial experience and a one-page Statement of Motivation. Other tertiary qualifications combined with extensive professional work experience will be considered.

- 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 UOW Sydney Business School, and how the degree will help you achieve your career goals and aspirations.

**COURSE STRUCTURE**

- Case studies as well as guest lectures delivered by industry experts.
- Your learning approach will include relevant and current professional work experience.

The Master of Business Administration (MBA) is designed for experienced professionals with ambition and drive who wish to develop their responsible and sustainable leadership skills. You will gain a holistic strategic business point-of-view required to operate effectively in an increasingly competitive and changing global business world.

The course has been designed to cover three stages:

1. Foundations, where you explore the latest thinking and practices in organisations and research worldwide, while developing skills in innovation and business transformation; and Integration and Application, where you develop your strategic decision-making skills, undertake a real-world business project and hone your personal effectiveness as a responsible leader.

Your learning approach will include relevant and current case studies as well as guest lectures delivered by industry professionals, with an emphasis on teamwork and peer learning.

To allow work professionals to manage their work and study commitments, the MBA is taught in the evening or through intensive delivery.

*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 UOW Sydney Business School, and how the degree will help you achieve your career goals and aspirations.*

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**Master of Business Administration Advanced**

**DURATION**

2 years (96 cp)

**STARTS**

Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**

Sydney Business School

**CREDITS**

Total: 96 credits

**ENTRY REQUIREMENTS**

- A recognised bachelor’s degree with an equivalent grade point average (GPA) of 5.5 or higher
- OR a UOW Graduate Diploma in Business Administration, or a UOW Graduate Diploma in Business Administration, plus a minimum of 3 years relevant full-time professional or managerial experience and a one-page Statement of Motivation. Other tertiary qualifications combined with extensive professional work experience will be considered.

- 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 you achieve your career goals and aspirations.

**COURSE STRUCTURE**

- In addition to the Master of Business Administration (MBA) subjects, you will complete four elective subjects from one of the specialisations below.

**ACCOUNTING**

- Accounting Foundations for Professionals
- Applied Management Accounting
- Professional Practice – Auditing and Risk Assurance
- Professional Practice – Taxation

**BUSINESS ANALYTICS**

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

**FINANCE**

- Banking Theory and Practice
- Advanced Managerial Finance
- Plus two electives from an approved list.

**HUMAN RESOURCE MANAGEMENT**

- Human Resource Development
- Job Analysis, Recruitment and Selection
- Managing Employment Relations in Organisations
- Plus one elective from an approved list.

**INNOVATION AND ENTREPRENEURSHIP**

- Insights into Innovation and Entrepreneurship
- Contemporary Leadership Skills for Entrepreneurs
- Financial Skills for Entrepreneurs
- Business Innovation Plan

**MARKETING**

- Consumer Behaviour
- Marketing Strategy
- Marketing Communications
- Research for Marketing Decisions
- Plus two electives from an approved list.

**PROJECT MANAGEMENT**

- Advanced Project Management
- Project Management
- Project Management in Practice
- Negotiation Theory and Practice for Project Management

**SUPPLY CHAIN MANAGEMENT**

- Supply Chain Management
- Advanced Supply Chain Management
- Strategic Procurement Management

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**Master of Business Administration (Executive)**

**DURATION**

2 years (96 cp)

**STARTS**

Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**

Sydney Business School

**CREDITS**

Total: 96 credits

**ENTRY REQUIREMENTS**

- A recognised bachelor’s degree with an average grade point average (GPA) of 5.5 or higher
- OR a UOW Graduate Diploma in Business Administration, or a UOW Graduate Diploma in Business Administration, plus a minimum of 3 years relevant full-time professional or managerial experience and a one-page Statement of Motivation. Other tertiary qualifications combined with extensive professional work experience will be considered.

- 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 you achieve your career goals and aspirations.

**COURSE STRUCTURE**

- In addition to the Master of Business Administration (MBA) subjects, you will complete four elective subjects from one of the specialisations below.

**ACCOUNTING**

- Accounting Foundations for Professionals
- Applied Management Accounting
- Professional Practice – Auditing and Risk Assurance
- Professional Practice – Taxation

**BUSINESS ANALYTICS**

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

**FINANCE**

- Banking Theory and Practice
- Advanced Managerial Finance
- Plus two electives from an approved list.

**HUMAN RESOURCE MANAGEMENT**

- Human Resource Development
- Job Analysis, Recruitment and Selection
- Managing Employment Relations in Organisations
- Plus one elective from an approved list.

**INNOVATION AND ENTREPRENEURSHIP**

- Insights into Innovation and Entrepreneurship
- Contemporary Leadership Skills for Entrepreneurs
- Financial Skills for Entrepreneurs
- Business Innovation Plan

**MARKETING**

- Consumer Behaviour
- Marketing Strategy
- Marketing Communications
- Research for Marketing Decisions
- Plus two electives from an approved list.

**PROJECT MANAGEMENT**

- Advanced Project Management
- Project Management
- Project Management in Practice
- Negotiation Theory and Practice for Project Management

**SUPPLY CHAIN MANAGEMENT**

- Supply Chain Management
- Advanced Supply Chain Management
- Strategic Procurement Management

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"I am very passionate about the dynamic forces that exist between business, environment and society and strive to ensure business education is realistic and engaging. Our MBA focuses on responsible sustainable management practices and will produce accountable future leaders." Dr Bellinda Gibbons Senior Lecturer UN Principles for Responsible Management Education (PRME) Chapter Coordinator and a member of the PRME Advisory Committee.
Graduate Certificate in Business Analytics

**DURATION** 6 months (24 cp)

**STARTS** Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION** Wollongong and Sydney

**ENTRY REQUIREMENTS** A recognised bachelor’s degree or a tertiary academic qualification with duration of at least 3 years full-time equivalent, plus 3 years of full-time equivalent managerial/professional work experience. Other tertiary qualifications combined with at least 3 years of relevant full-time professional work experience.

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.

**PROFESSIONAL RECOGNITION**

Graduates of the Graduate Certificate in Business Analytics will be awarded with the Statistical Analysis System (SAS) Joint Certification.

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Master of Business Analytics

**DURATION** 1.5 years (1 year with credit) (72 cp)

**STARTS** Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION** Wollongong and Sydney

**CRICOS** 0100316

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

**ENTRY REQUIREMENTS**

- A recognised bachelor’s degree with an average mark of 50% or a UOW Graduate Certificate in Business Analytics.
- Other tertiary qualifications along with extensive professional work experience will be considered.

**CREDIT**

- If you hold a bachelor’s degree in a Business or Commerce related area you may be granted credit for up to 24 cp (4 core subjects).

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 Master of Business Analytics is designed to prepare you with the essential skills to undertake real world Business Analytics tasks on big data business problems. You will develop skills and knowledge in business analytics, including how to apply tools and technologies required to perform descriptive, predictive and prescriptive analytics and how to apply these tools to a business landscape.

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

**COURSE STRUCTURE**

**CORE SUBJECTS**

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

**SPECIALISED SUBJECTS**

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

**RESEARCH CAPSTONE**

- Business Analytics Research Capstone

Plus two electives from an approved list.

**PROFESSIONAL RECOGNITION**

Graduates of the Master of Business Analytics will be awarded the Statistical Analysis System (SAS) Joint Certificate and the Advanced SAS Joint Certificate.
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.”

Chantal Bat-Ochir
Master of Applied Finance
(Investing and Corporate Treasury)

The Master of Applied Finance in 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**
You are required to complete the following four subjects:
- Financial Statement Analysis for Business
- Advanced Managerial Finance
- Statistics for Decision Making
- 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.

**ENTRY REQUIREMENTS**
A recognised bachelor’s degree or a tertiary academic qualification with a minimum grade equivalent of at least 5 years of full-time equivalent managerial experience will also be considered.

**DURATION**
6 months (24 cp)

**STARTS**
Trimesters 1 (February) and 3 (August)

**LOCATION**
- Wollongong
- Sydney

**CRICOS**
087684E

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

**PROFESSIONAL RECOGNITION**
The Master of Applied Finance will provide you with an advanced understanding of one of two specialisations: Investing or Financial Services. You will study the theory and practice of financial management and gain an understanding of the global financial system. Additionally, competing approaches to corporate governance and business ethics will be developed, and you will learn how to provide protection against portfolio, financial and corporate risks. Investing focuses on investment and portfolio management. Financial Services focuses on financial institutions, as well as bank management and lending.

**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
- Enterprise Risk Management
- Research in Financial Markets and Institutions
- Corporate Governance

**INVESTING**
- Derivatives
- Portfolio Management
- Portfolio Simulation

Plus two electives from an approved list.

**FINANCIAL SERVICES**
- Banking Theory and Practice
- Bank Lending and Securities
- International Banking

Plus two electives from an approved list.

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

**APPLICATION DEADLINES**
- Applications open mid-January
- Course commencement:
  - Trimester 1: February
  - Trimester 3: August

**Fees**
- Domestic students: $21,300 (24 cp)
- International students: $54,750 (24 cp)

**Accreditation**
Graduates of the Master of Applied Finance may be eligible for membership of the Financial Services Institute of Australasia (FINSIA). For more information visit: business.uow.edu.au/accreditation
Graduate Certificate in Business

**DURATION** 6 months (24 cp)
**STARTS** Trimesters 1 (February), 2 (May) and 3 (August)
**LOCATION** Wollongong, Sydney and Online
**CRICOS** 095231K
**IELTS** Overall 6.0 (R:6, W:6, L:5, S:5)
**ENTRY REQUIREMENTS** A recognised bachelor's degree or a tertiary academic qualification with duration of at least 3 years full-time equivalent or 3 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-skll 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 no fee subject, Transitioning to Business Study, to help students succeed in their studies.

**PROGRESSION TO MASTER’S COURSE**
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.

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Master of Financial Management

**DURATION** 1.5 years (1 year with credit*) (72 cp) 2 years if combined with another master's program. See pg 6 for more details.
**STARTS** Trimesters 1 (February), 2 (May) and 3 (August)
**LOCATION** Wollongong and Sydney
**CRICOS** 0100314
**IELTS** Overall 6.5 (R:6, W:6, L:6, S:6)
**ENTRY REQUIREMENTS** A recognised bachelor's degree with an equivalent average mark of 50% or a UOW 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 a Business or Commerce related area you may be granted credit for up to 24 cp (four core subjects).

The Master of Financial Management 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 pg 6 for more details.

**COURSE STRUCTURE**
**CORE SUBJECTS:**
- Accounting and Financial Management
- The Economics of Global Business Challenges
- Organisational Behaviour and Management
- Principles of Marketing Management

**SPECIALISED SUBJECTS:**
- Managerial Finance
- Portfolio Management
- Financial Statement Analysis for Business
- Statistics for Decision Making
- Advanced Managerial Finance

**RESEARCH CAPSTONE:**
- Research in Financial Markets and Institutions
Plus two electives from an approved list.

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Bloomberg

The Bloomberg terminal provides real-time data, unparalleled news, and research analytics on every major financial market.

The data and information can be accessed using Bloomberg Professional Services software to assist decision makers to make more informed financial decisions.

At Sydney Business School, Bloomberg offer a financial training course called Bloomberg Market Concepts (BMC) which explores the foundations of our global financial system and economy while teaching students the most frequently used commands on the platform.

There are Bloomberg laboratories available at the Wollongong and Sydney CBD campuses, with each campus housing 16 terminals.
Human Resource Management

Graduate Certificate in Human Resource Management

DURATION: 6 months (24 cp)
STARTS: Trimesters 1 (February), 2 (May) and 3 (August)
LOCATION: Wollongong and Sydney
ENTRY REQUIREMENTS: A recognised bachelor’s degree or a tertiary qualifications of at least 3 years, plus 3 years of full-time professional experience in a business context. The Faculty will consider applicants with other tertiary qualifications or those with at least 5 years of relevant full-time professional work experience.

This course is only available to domestic students.

The Graduate Certificate in Human Resource Management is designed for those who are seeking to progress their career in Human Resources, or those currently working in the industry who wish to gain a relevant postgraduate qualification to update their skills and knowledge.

COURSE STRUCTURE
- Organisational Behaviour and Management
- Human Resources Development
- Performance Management
- Job Analysis, Recruitment and Selection

PROGRESSION TO MASTER’S COURSES
Upon completion of the Graduate Certificate in Human Resource Management, those who enrol in the Master of Human Resource Management will be eligible for credit for the four subjects completed within the Graduate Certificate.

If you have successfully completed the Graduate Certificate in Human Resource Management and meet the additional work experience requirements for the MBA, you will be eligible for three subjects credit into the MBA.

The Master of Human Resource Management allows aspiring managers with a special interest in the ‘people side’ of organisations to acquire professional skills and knowledge in this area.

This specialised master’s program equips you with skills to make new opportunities and adapt quickly to changing conditions within the workplace. You will examine structures, systems, culture and leadership, including how to implement organisational change and how to leverage competitive advantage in the global marketplace. You will develop the knowledge and skills to recruit and select suitable staff, manage their performance at work, develop their skills, ensure their safety at work, and deal with legal aspects of the employment relationship.

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

COURSE STRUCTURE

- Organisational Behaviour and Management
- Human Resources Development
- Job Analysis, Recruitment and Selection
- Performance Management
- Managing Employment Relations in Organisations

RESEARCH CAPSTONE SUBJECT:
- Business Research Capstone

Plus two electives from an approved list.

“I instigate, contribute to, and shape informed conversations that highlight the complexity that encompasses 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 talent management policies and practices. Applying rigorous methodologies, 15 years of industry experience, and an understanding of academic and practitioner debates, I question, evaluate and recommend how to manage talent in deliberate, effective and responsible ways.

Dr Sharna Wiblen
Lecturer

I undertook the Master of Human Resource Management to broaden and enhance my skillset and expertise in the area of Human Resources. The mixture of intensive and non-intensive formats was really beneficial and allowed for flexibility as I continued to work full-time in Human Resources”.

Danica Vujic
Master of Human Resource Management
Human Resources Specialist, Peoplecare
Graduate Certificate in Innovation and Entrepreneurship

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

**STARTS**: Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**: Wollongong and Sydney

**ENTRY REQUIREMENTS**: A recognised bachelor’s degree or a tertiary academic qualification with duration of at least 3 years full-time equivalent or 5 years of full-time equivalent managerial/professional work experience or 7 years full-time equivalent general work experience.

This course is only available to domestic students.

The Graduate Certificate in Innovation and Entrepreneurship is suitable for students looking to learn the theoretical knowledge and tools to lead innovation and entrepreneurship in the world economy. This degree will equip you with creative tools and techniques, helping you to identify and exploit entrepreneurial opportunities, how to create an appropriate business model, and how to establish an appropriate financial basis for a start-up. You will learn how to foster a culture conducive to innovation and how to develop a business plan for the opportunity you identify.

**COURSE STRUCTURE**

- Insights into Innovation and Entrepreneurship
- Contemporary Leadership Skills for Entrepreneurs
- Financial Skills for Entrepreneurs
- Business Innovation Plan

**PROGRESSION TO MASTER’S COURSES**

Upon completion of the Graduate Certificate in Innovation and Entrepreneurship, those who enrol in the Master of Innovation and Entrepreneurship will be eligible for credit for the four subjects completed within the Graduate Certificate.

If you have successfully completed the Graduate Certificate in Innovation and Entrepreneurship and meet the additional work experience requirements for the MBA, you will be eligible for three subjects credit into the MBA or four subjects credit into the MBA Advanced Innovation and Entrepreneurship.

Master of Innovation and Entrepreneurship

**DURATION**: 1.5 years (1 year with credit)* (72 cp) 2 years if combined with another master’s program. See pg 6 for more details.

**STARTS**: Trimesters 1 (February), 2 (May) and 3 (August)

**LOCATION**: Wollongong and Sydney

**CRICOS**: 010030J

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

**ENTRY REQUIREMENTS**: A recognised bachelor’s degree with an equivalent average mark of 55% or a UOW Graduate Certificate in Innovation and Entrepreneurship or Business. Other tertiary qualifications combined with extensive professional work experience will be considered. *If you hold a bachelor’s degree in a Business or Commerce related area you may be granted credit for up to 24 cp (4 core subjects)

**CREDIT**:

- If you hold a bachelor’s degree in a Business or Commerce related area you may be granted credit for up to 24 cp (4 core subjects)

The Master of Innovation and Entrepreneurship will provide you with the knowledge and skills necessary to develop ideas into sustainable business opportunities and to foster innovation in your workplace. You will learn how to cultivate an entrepreneurial mindset, experiment with design thinking, and learn to use tools and techniques to convert your ideas into reality.

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 pg 6 for more details.

**EQUIVALENT CREDITS**:

- Up to 24 cp for the Graduate Certificate in Innovation and Entrepreneurship

**ENTRY REQUIREMENTS**

- A recognized bachelor’s degree or a tertiary academic qualification with duration of at least 3 years full-time equivalent or 5 years of full-time equivalent managerial/professional work experience
- At least 3 years full-time equivalent or 3 years of full-time equivalent general work experience
- An equivalent average mark of 55%
- A UOW Graduate Certificate in Innovation and Entrepreneurship
- Five years full-time equivalent managerial/professional work experience
- An equivalent average mark of 55%
- A UOW Graduate Certificate in Innovation and Entrepreneurship
- Five years full-time equivalent managerial/professional work experience

**SPECIALISED 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. In 2019 alone iAccelerate companies launched 67 new products.**
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]
Consultant
“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
Svitzer Australia
Graduate Certificate in Marketing

**DURATION**: 6 months (24 cp)
**STARTS**: Trimesters 1 (February), 2 (May) and 3 (August)
**LOCATION**: Wollongong and Sydney
**ENTRY REQUIREMENTS**: A recognised bachelor’s degree or tertiary qualification of 3 years full-time, plus at least 3 years of full-time relevant professional work experience.

This course is only available to domestic students.

The Graduate Certificate in Marketing is designed for those who are seeking to progress their career in Marketing, or those currently working in the industry who wish to gain a relevant postgraduate qualification to update their skills and knowledge.

**COURSE STRUCTURE**:
- Principles of Marketing Management
- Marketing Communications
- Consumer Behaviour
- Research for Marketing Decisions

**PROGRESSION TO MASTER’S COURSES**:
Upon completion of the Graduate Certificate in Marketing, those who enrol in the Master of Marketing will be eligible for credit for the four subjects completed within the Graduate Certificate.

If you have successfully completed the Graduate Certificate in Marketing and meet the additional work experience requirements for the MBA, you will be eligible for three subjects credit into the MBA.

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Master of Marketing

**DURATION**: 1.5 years (1 year with credit) (72 cp)
**STARTS**: Trimesters 1 (February), 2 (May) and 3 (August)
**LOCATION**: Wollongong and Sydney
**CRICOS**: CRICOS 010031C
**IELTS**: Overall 6.5 (R:6, W:6, L:6, S:6)
**ENTRY REQUIREMENTS**: A recognised bachelor’s degree with an equivalent average mark of 50% or a UOW Graduate Certificate in Marketing or Business. Other tertiary qualifications combined with extensive professional work experience will be considered.

**CREDIT**: If you hold a bachelor’s degree in a Business or Commerce related area you may be granted credit for up to 24 cp (4 core subjects).

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 pg 6 for more details.

**COURSE STRUCTURE**

**CORE SUBJECTS**:
- Accounting and Financial Management
- Operations Management
- Organisational Behaviour and Management
- Principles of Marketing Management

**SPECIALISED SUBJECTS**:
- Social Marketing
- Marketing Strategy
- Consumer Behaviour
- Marketing Communications
- Digital Marketing

**RESEARCH CAPSTONE SUBJECT**:
- Research for Marketing Decisions

Plus two electives from an approved list.

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“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 Tanyu
Master of Business (Marketing)
Digital Performance Manager, Croud

“The Master of Marketing addresses the demand employers are expressing for vital skills from marketers in a tech-responsive consumer society. We engage industry experts to share and guide students on the fundamental techniques and processes core to digital marketing. This master’s degree introduces students to key digital tools including Google Analytics, buyer persona development and Adobe Spark. This practical knowledge and current insights from leading industry professionals are paired with the underlying principles of customer-centric strategic design, which focuses business efforts towards satisfying consumers through interactions they value.”

Dr Jennifer Algie
Senior Lecturer
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 DEGREE**
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.

**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 (4 core subjects).

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**Master of Supply Chain Management**

The Master of Supply Chain Management gives professionals working in logistics, supply chain management and operations management the skills to manage the flow of materials and information within and between organisations and other relevant stakeholders. Students will learn how to diagnose existing processes and supply chains and how to implement a supply chain strategy within an organisation. Skills and capabilities are developed on topics such as forecasting, sales, and operational planning and procurement to name a few.

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

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

**SPECIALISED SUBJECTS:**
- Supply Chain Management
- Total Quality Management
- Supply Chain Analytics
- Strategic Procurement Management
- Advanced Supply Chain Management
- Logistics Systems
- Project Management

**RESEARCH CAPSTONE SUBJECT:**
- Operations Capstone

**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 (4 core subjects).

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**Master of Project Management**

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 pg 6 for more details.

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

**SPECIALISED 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.

Shreya Kannaujia
Master of Science (Supply Chain Management and Project Management)
Business Analyst, Transport for NSW
Research

We have a robust track record in disciplinary and cross-disciplinary research conducted across all our disciplines. Our world-class scholars are engaged in the community which ensures that our research has impact. This creates exciting opportunities for research students who have access to exceptional facilities and support from our award-winning Faculty. Our alumni can be found throughout the world, making a difference in their home or adopted country, in both academia and in business.

We offer the following higher degree research degrees:
- Doctor of Philosophy
- Doctor of Philosophy Integrated
- Master of Philosophy
- Master of Research

Important dates

TRIMESTER 1 2021
Applications close 10 Jan
Orientation and enrolment of new students
Sydney campus 2 – 3 Feb
Wollongong campus 4 – 5 Feb
Trimester dates 8 Feb – 30 April (inclusive of Examination Week)
Release of results 12 May

TRIMESTER 2 2021
Applications close 18 April
Orientation and enrolment of new students
Sydney campus 11 – 12 May
Wollongong campus 13 – 14 May
Trimester dates 17 May – 6 Aug (inclusive of Examination Week)
Release of results 18 Aug

TRIMESTER 3 2021
Applications close 25 July
Orientation and enrolment of new students
Sydney campus 17 – 18 Aug
Wollongong campus 19 – 20 Aug
Trimester dates 23 Aug – 19 Nov (inclusive of Examination Week)
Release of results 2 Dec

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: future.business@uow.edu.au

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

Fees

For fee information, find your course on coursefinder.uow.edu.au/business, and see the Domestic or International section.