



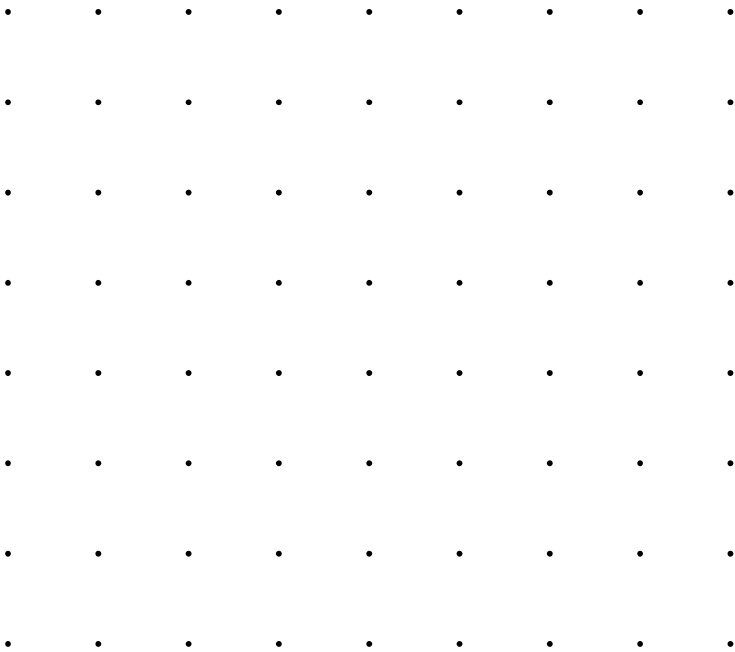
SCHOOL OF
BUSINESS, LAW AND
ENTREPRENEURSHIP

Business at Swinburne

Flexible and future-focused courses that
develop industry-ready graduates

Presented by Dr Ryan Jopp

Senior Lecturer and Deputy Department Chair, Management
School of Business, Law and Entrepreneurship



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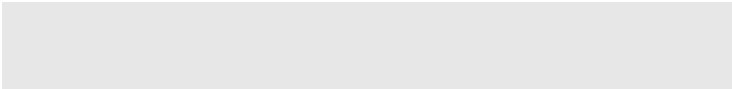
Business at Swinburne

Overview of Business Diplomas and Degrees at Swinburne
Dr Ryan Jopp

Business Student Panel
Noah Hefford, Julia Urban, Sam Ellis and Samuel Radford

Diploma of Business Interactive Activity
Gabriella Neumann

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Accreditation and rankings

Top 6%



- AACSB represents the highest standard of excellence in business education worldwide
- Our School of Business, Law and Entrepreneurship is in the top 6% of business Schools worldwide

UG Graduates Outcomes Survey (2021-2023)



- Swinburne Business is #1 in Melbourne for the highest UG graduate salary one year out
- 89.6% of UG business graduates find jobs within 4 months of finishing their degree

Entry requirements



Bachelor of Business

60	min. 20
ATAR Guaranteed Entry score	VCE Units 3 and 4 English (except EAL) or 25 in English as an Additional Language (EAL) or equivalent.

Bachelor of Business (Professional)

75	min. 25
ATAR Guaranteed Entry score	VCE Units 3 and 4 English (except EAL) or 25 in English as an Additional Language (EAL) or equivalent.

Diploma of Business (UniLink)

40	min. 20
ATAR Guaranteed Entry score	VCE Units 3 and 4 English (except EAL) or 25 in English as an Additional Language (EAL) or equivalent.

Diploma of Business

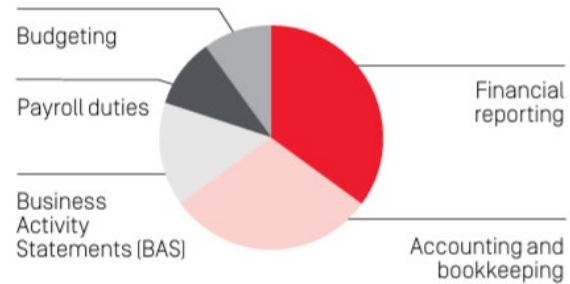
N/A	Year 12 Completion
ATAR score	Successful completion of VCE (scored or unscored) or VCE VM

TAFE Business courses

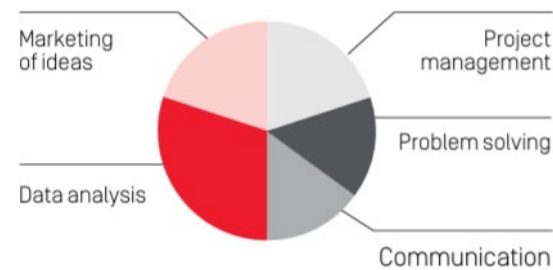
Pathways to Higher Education degrees.

Exit points into the world of work.

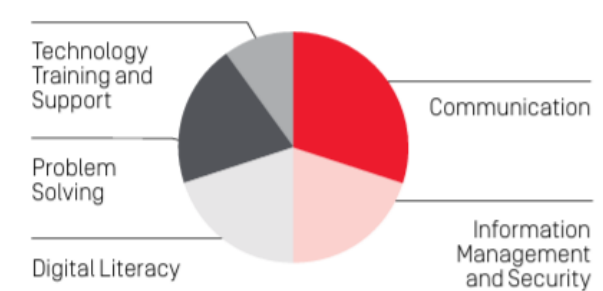
Cert IV in Accounting and Bookkeeping



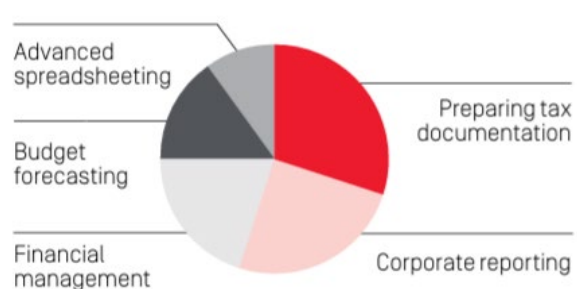
Diploma of Business



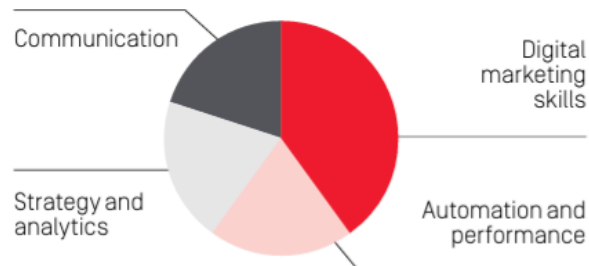
Diploma of Library and Information Services



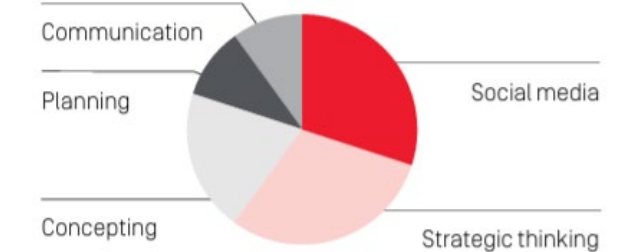
Diploma of Accounting



Diploma of Digital Marketing

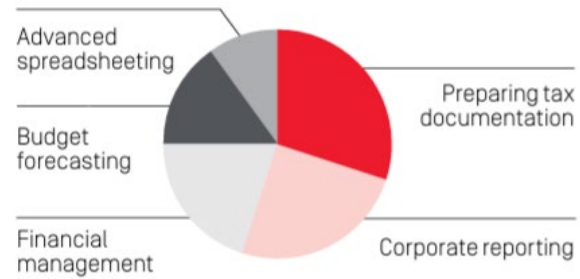


Diploma of Social Media Marketing



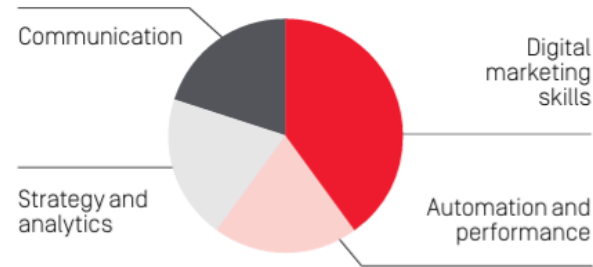
Duration and course credit

Diploma of Accounting



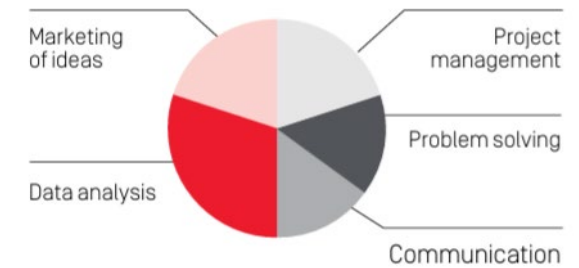
6 months full-time
2 – 8 units of credit into Higher Education

Diploma of Digital Marketing



6 months full-time
2 – 8 units of credit into Higher Education

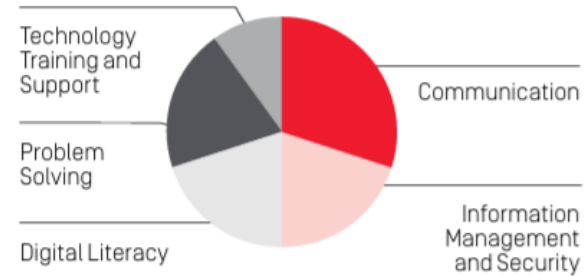
Diploma of Business



12 months full-time
Up to 8 units of credit into Higher Education

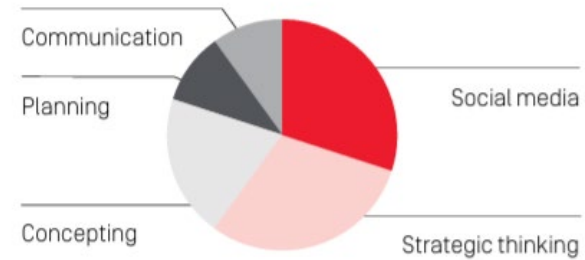
Duration and course credit

Diploma of Library and Information Services



12 months full-time
Up to 8 units of credit into Higher Education

Diploma of Social Media Marketing

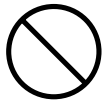


12 months full-time
Up to 8 units of credit into Higher Education

Benefits of a Diploma entry



Hands-on learning with small groups.



No entry level requirements other than completion of VCE.



Pathway with credits to a degree (student completes studies in same amount of time and receives two qualifications).



All teachers have extensive business experience from small businesses to multinationals.



Suits students who need to 'transition' into higher ed, e.g. low in confidence or require greater hands-on support.



Bachelor of Business Majors



Accounting



Human Resource Management



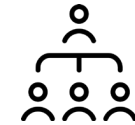
Business Administration



Logistics and Supply Chain Management



Business Analytics and Analysis



Management



Entrepreneurship



Marketing



Finance



Sports Management

Industry partnerships



New Minor of FinTech



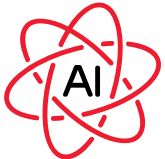
FinTech Fundamentals



Financial Crime Analysis



Blockchain and Cyber Security

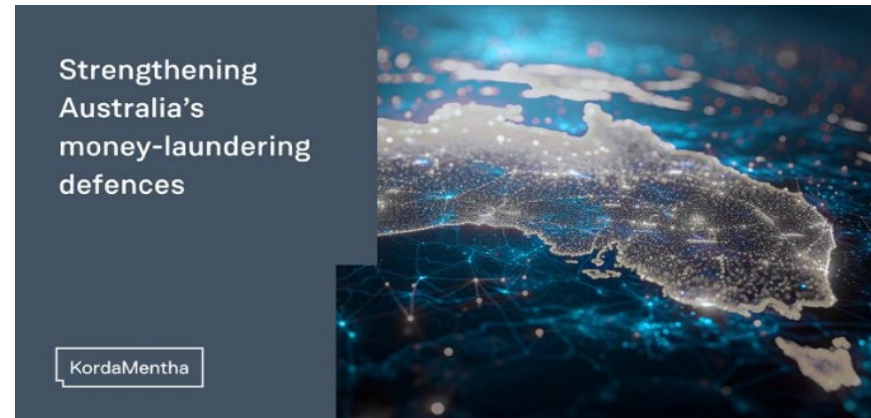


Applied AI for Accounting and Finance

Brand New Facilities in 2025

Financial Crime Lab

Opening March 2025



Bloomberg Trading Lab

Opening May 2025



Business Student Experience

There are many ways Swinburne students can connect with both each other and industry through clubs, societies and other co-curricular activities.

Beta Alpha Psi (BAP) – supported by Swinburne Accounting alumni, is an international honours organisation for accounting, finance, and information systems students and professionals (AACSB eligibility).

Swinburne Business Bureau – Launched Mid-2024, the Swinburne Business bureau involves student-led multidisciplinary consulting, with a focus specialising on Marketing and IT services.



**Winner of Global Deloitte
2023 Best Practices Award**

Business workshops

High School workshops available:

- The Thing From The Future
- Creativity and Ideation
- So, you want to be your own boss?
- Creating a Sustainable Business
- Building a business in bricks
- Real Time Innovation
- There's an app for that
- The Futures Bazaar
- Innovation Lab
- Futures Literacy Lab



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Student Panel

Noah Hefford – Bachelor of Business (Accounting and Financial Planning)
Sandringham College

Julia Urban – Bachelor of Business Information Technology (Professional)
Shelford Girls Grammar

Sam Ellis – Bachelor of Business / Bachelor of Laws (via TAFE Business course)
Cire Community School

Samuel Radford – Bachelor of Business (Management)
Bairnsdale Secondary College

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