



THE UNIVERSITY OF
MELBOURNE



breadth studies in commerce

MELBOURNE DEGREES AND BREADTH STUDIES

Melbourne's undergraduate degrees – Arts, Biomedicine, Environments, Commerce, Music and Science – are designed to give all students depth and breadth of learning. Depth is reflected in the expertise you gain by studying a core program in a major discipline. Breadth is a result of choosing additional subjects from outside your major area of study, to develop other kinds of expertise.

Whatever kind of undergraduate degree you pursue, part of your program will focus on ways of knowing and thinking outside your core discipline.

Along with your choice of a major discipline, breadth studies offer many options and many paths to a degree. You can choose the pathway that reflects your goals, your talents and your personal passions.

HOW DOES BREADTH WORK?

An undergraduate degree at Melbourne requires 100 points of study at each year level, usually over three years of full-time study. Of the 300 total points required for your degree, you must accumulate at least 50 points of breadth. Most subjects are worth 12.5 points, so in most cases that means you must complete at least four subjects towards the breadth component of your degree. You can take up to six subjects as breadth as part of your undergraduate degree.

Whatever you choose, you should spread out your breadth studies over the three year course. To help you choose your breadth studies we have created a number of clear breadth sequences, or 'tracks'. These tracks identify coherent, sequential groups of subjects and take into account prerequisites so that you can extract the maximum benefit from your breadth component.

BREADTH IN COMMERCE

The study of commerce focuses on understanding the economic environment and on managing different types of business activity within that environment. An understanding of business concepts and theories will be valuable for any career path you may pursue. Breadth studies in commerce cover our full range of disciplines including accounting, actuarial studies, business, economics, finance, management and marketing. You can read descriptions of these disciplines on the back page.

VCE PREREQUISITES (OR EQUIVALENT)

When taken as breadth, different commerce subjects have different VCE prerequisites (or equivalent). Subjects in finance, actuarial studies and economics require the completion of VCE Units 3&4 Maths Methods with a study score of at least 25. Students in the Bachelor of Arts, Environments and Music who do not meet this requirement can take a subject called 'Introduction to Mathematics' which is equivalent to VCE Units 3&4 Maths Methods. This subject requires the successful completion of VCE Units 1&2 Maths Methods. For more information, see: www.bcom.unimelb.edu.au/breadth

HOW DO I CHOOSE MY BREADTH STUDIES?

It is recommended that you speak with a student adviser in your Student Centre during your enrolment period. Here, you can seek advice about what subjects you can choose as part of the breadth component of your degree. This guide provides enough information for you to get started if you are interested in studying commerce subjects as breadth.

www.bcom.unimelb.edu.au

WHAT CAN I STUDY?

The table below shows the wide range of commerce tracks you can study as part of the breadth component of your degree. To view subject descriptions, visit: www.bcom.unimelb.edu.au/breadth/

TRACK NAME	SUBJECTS	PREREQUISITES	TOTAL POINTS IN THE TRACK
ACCOUNTING			
Forensic Accounting Offering a moderate level of financial literacy, along with an understanding of the incidence and nature of financial fraud.	First year Accounting Reports and Analysis Introductory Financial Accounting Second year Business Forensics and Fraud	–	37.5
ECONOMICS			
Contemporary Public Economic Policy Key economics concepts and techniques needed to make sense of contemporary policy debates.	First year Introductory Microeconomics Introductory Macroeconomics Second year Intermediate Microeconomics OR Intermediate Macroeconomics	Introduction to Mathematics or a study score of at least 25 in VCE Maths Methods Units 3&4 or equivalent	37.5
Quantitative Methods in Economics How to make sense of the information society and use our data rich environment to improve decision making.	First year Introductory Microeconomics Quantitative Methods 1 Second year Introductory Econometrics OR Quantitative Methods 2	as above	37.5
A Long-Run Economic Perspective Understanding the present through the lens of the past.	First year Introductory Microeconomics Introductory Macroeconomics Second year Australian Economic History	as above	37.5
Global Economic Issues How to think systematically about the globalisation debate.	First year Introductory Microeconomics Introductory Macroeconomics Second year Globalisation and the World Economy	as above	37.5
FINANCE			
Economics and Finance For students from outside the Bachelor of Commerce who seek an eventual career or graduate work related to consulting and investment banking.	First year Finance I Quantitative Methods 1 Second year Business Finance <i>and one of:</i> Introductory Econometrics OR Quantitative Methods 2 Third Year <i>Two of:</i> Investments Corporate Finance Derivative Securities	Introduction to Mathematics or a study score of at least 25 in VCE Maths Methods Units 3&4 or equivalent	75
Your Money or Your Life For those seeking to understand and prepare for the coming crises in the retirement saving of an aging population.	First year Finance I Second year Business Finance Introductory Personal Finance Third Year Intermediate Personal Finance (Optional)	as above	37.5 or 50
Real Estate and the Australian Dream Do demographic changes explain trends in home ownership and why do some retail areas succeed and others fail?	First year Finance I Second year Business Finance Introductory to Real Estate Analysis Third Year Real Estate Finance (Optional)	as above	37.5 or 50
Ethics & Investing How to not repeat the GFC. What you as an investor can do to save the planet.	First year Finance I Second Year Business Finance Third Year Ethics in Finance	as above	37.5
Fundamentals of Finance and Accounting Offering sufficient accounting and finance to gain a basic level of financial literacy with an emphasis on the operation of financial markets.	First year Accounting Reports and Analysis Finance 1 Second year Business Finance	Introduction to Mathematics or a study score of at least 25 in VCE Maths Methods Units 3&4 or equivalent	37.5

TRACK NAME	SUBJECTS		PREREQUISITES	TOTAL POINTS IN THE TRACK
MANAGEMENT				
Management & Leadership in Today's Global Economy Helping you to understand the dynamics of business in today's globalised world.	Second Year	Business in the Global Economy <i>and one of:</i> Managing the Multinational OR Cross Cultural Management and Teamwork	–	37.5
	Third Year	International Corporate Governance		
Doing Business in Asia Improve your chances of achieving business success with our most important trading partners.	Second Year	Business in the Global Economy Business in Asia	–	37.5
	Third year	Chinese Business and Economy		
Entrepreneurship & Innovation Knowledge and skills to assist you in starting your new business venture.	First year	Managing and Leading Organisations	–	37.5
	Second year	Managing Operations		
	Third year	Managing Entrepreneurship and Innovation		
The Socially Responsible Firm Understanding the economic and social importance of corporate social responsibility.	Second year	Organisational Behaviour Managing Conflict in the Workplace	–	37.5
	Third year	Organisations, Ethics and Society		
Managing Change Helping you to address one of the most important perennial challenges in business.	Second year	Organisational Behaviour	–	37.5
	Third year	Business Communication <i>and one of:</i> Managing Strategic Change OR Managing in Contemporary Organisations		
Managing People Being able to manage people effectively is one of the most valuable assets of the successful manager.	Second year	Organisational Behaviour Human Resource Management <i>and one of:</i> Managing Conflict in the Workplace (second year) OR	–	37.5
	Third year	International Human Resource Management OR Managing Conflict in Global Workplaces		
MARKETING				
Marketing Communications and Branding Desirable brands are a major corporate asset and being able to communicate effectively with your customers is a major determinant of business success.	First year	Principles of Marketing	–	37.5
	Second year	Brand Management		
	Third year	Advertising and Promotions		
The Mind of the Consumer Exciting and useful insights into why consumers behave the way they do.	First year	Principles of Marketing	–	37.5
	Second year	Consumer Behaviour		
	Third year	Neuromarketing		
Marketing Strategy Knowledge and skills that enable you to develop effective marketing strategies in a globalised world.	First year	Principles of Marketing	–	37.5
	Second year	Strategic Marketing Global Marketing		
Product Management Knowledge and skills to assist you in getting the most out of your products and services.	First year	Principles of Marketing	–	37.5
	Third year	Product Management Service and Relationship Marketing		



“Managing and Leading Organisations involves development of analytical thinking, problem solving, innovation and creativity, team-work, confidence building, leadership and communication skills. These skills are definitely applicable to my other subjects.”

Kathlien Perez
Bachelor of Arts student
Kathlien completed Managing and Leading Organisations as a breadth subject



ACCOUNTING

Accounting is about the measurement and communication of important financial information about an organisation to interested stakeholders, including business owners, investors, managers, employees, lenders and regulators. Literacy in basic accounting concepts will enhance your ability in your future roles as employees, managers or investors, regardless of what degree you study. Accounting knowledge is particularly useful to those who wish to engage actively in the investment community or who wish to establish their own practice or business following graduation.

ECONOMICS

The objective of economics is to understand the wellbeing of individuals, organisations, and society as a whole. Economists are particularly interested in the way society decides how to allocate its scarce resources. Economists analyse how these decisions are made and whether better ways of making decisions exist. Economics provides complementary breadth to students who are studying disciplines such as environments, mathematics and statistics, engineering and/or health sciences.

FINANCE

Finance studies how individuals, businesses and institutions raise funds to implement investment strategies, and how they allocate these funds to a variety of investment opportunities.

A basic knowledge of finance benefits a wide variety of career choices where careful financial decision making is necessary. Finance professionals need strong quantitative skills. For students studying science and engineering, the discipline of finance provides great opportunities to apply those quantitative skills in practice. Financial decisions often involve behavioural elements. Psychology students may find the discipline of finance a natural experimental laboratory. An understanding of personal financial management will be valuable in managing your personal finances throughout your life.

MANAGEMENT

Effective management enables businesses and organisations to achieve their goals. Management skills are practised by people in all roles and are valuable for people at every stage of their career. Management studies

are a valuable complement to studies in any area. No matter what your primary profession, you will probably take on leadership responsibilities sometime during your career. Management studies will equip you to deliver the leadership, analysis, planning and decision-making required in your work.

MARKETING

Marketing enables organisations to respond to market needs and maximise profitability. All organisations engage in marketing activities, including corporate firms, not-for-profit and government organisations. Emerging technologies have expanded the reach of traditional marketing techniques to include the internet, mobile phones and social media. All of these changes have led to the creation of new products and marketing channels, and have increased the need for employees with marketing knowledge.

FURTHER INFORMATION

Further information about breadth studies in commerce can be found at: www.bcom.unimelb.edu.au/breadth/

For subject descriptions, prerequisites and timetables, refer to the University Handbook at <http://handbook.unimelb.edu.au>

CONTACT DETAILS

Commerce Student Centre
Upper Ground Level, FBE Building
111 Barry Street, Carlton, Victoria

 Tel: +61 13MELB
Toll Free: 1800 666 300

 Fax: +61 3 9347 3986

Email queries:

 Current Students:
13MELB@unimelb.edu.au

 Future Students:
13MELB@unimelb.edu.au