

# Southern Cross School of Business



## University Pathway Courses



THE UNIVERSITY OF  
**NEWCASTLE**  
AUSTRALIA



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## WHO WE ARE

### About SCSB

Southern Cross School of Business (SCSB) is an Australian government accredited vocational education institution specialising in Business, Accounting and Management with University Pathway programs for Australian and International students.

SCSB was established to provide students with the option of an institute that would deliver quality workplace focused training at affordable fees. The School management in all areas and campuses comprise of experienced academics and professionals who are great believers in the transformative power of vocational and higher education.

SCSB offers accredited training to people who are part of current workforce in different capacities and to school leavers through a range of VET and university pathway courses. SCSB VET, ELICOS and university pathway courses are specifically designed to support learners to pathway into higher education courses leading to further study and/or career enhancement.

SCSB courses engage students in real creative industry projects, helping the learners to develop essential skills while exploring current industry relevant topics.

Studying a full-time or part-time Diploma or Advanced Diploma of Accounting, Leadership and Management or Business at SCSB will set you up for a great start to your career and life-long learning.

### SCSB - University Pathway Programs



**In the 2014 QS top 50 rankings survey, the University of Newcastle (UON) was rated Australia's 'number one' university. UON is also ranked in the world's top 20 universities under 50 years of age after rising 12 positions to be ranked at number 19.**



*The University of Newcastle Vice Chancellor, Professor Caroline McMullen said that the ranking reflected the University's international reputation for delivering the highest quality education and conducting world-class research and education*

SCSB Diploma or Advanced Diploma of Business (university pathway) are broad-based university foundation courses designed after comprehensive research and benchmarking against first year and second year degree programs offered at universities and higher education institutions.

Successful completion of SCSB university pathway courses will provide students with either a pathway to the University of Newcastle (UON) undergraduate degrees, to Australian Institute of Higher Education (AIH) or to start their career in a broad range of opportunities in business, management, marketing, market research or information management.

**Graduates of SCSB's University Pathway Diploma and Advanced Diploma of Business will enter into various majors of their choice in Bachelor of Business at the University of Newcastle (UoN) or Australian Institute of Higher Education (AIH)**



## WHAT WE DO



*Southern Cross School of Business is committed to completing the outlined training and assessment once students have commenced their study, and to meeting all of its responsibilities towards its students.*

## Entry Requirements

SCSB Diploma or Advanced Diploma of Business (university pathway) is offered to eligible high school (year 12) graduates as a standalone and/or as university foundation course. Mature aged and special entry admission applications will be considered by the School Principal.

The Diploma or Advanced Diploma of Business (university pathway) course will teach students core skills to enhance their career prospects, whether that be a student fresh out of school or someone wishing to upgrade their qualifications. Some core skills covered include; managing teams, leadership communicating in groups, conflict resolution, problem solving, individual and group decision making, information management, the use of different network technologies, and an understanding of Ethics, morals and cultural beliefs.

Applicants who have completed their high school in languages other than English will be required to successfully complete the SCSB English language course enabling them to have language abilities of IELTS equivalent score of 5.5.

**SCSB offers a variety of English courses. These courses are designed to improve student English language literacy and prepare students to study at tertiary education levels including diplomas and degrees.**

## Our Mission

**To empower indigenous, domestic and international clients, through innovative programs and pathways into higher education, professional employment, entrepreneurship and global citizenship.**

## Course Delivery

SCSB Courses are delivered face to face and in blended learning mode. The teaching weeks for different courses may vary in contact and content. Once enrolled, the students will be provided with an individual timetable and a complete Course Planner.

At SCSB, we provide students with the state-of-the art learning facilities including access to computer labs, most up-to-date training materials and access to online business environments.

Generally, the teaching nominal hours are partitioned into the following segments:

- » Teaching / class hours;
- » Supervised study hours;
- » Assessment help hours.

Students need to allocate between 10 to 15 hours of self-study time per week per unit to enhance their understanding. A maximum of 15 hours of self-study should be sufficient for an average student to complete the required tasks.

## COURSE CREDITS

### Diploma of Business Course Credits

No.	SCSB Subject	UoN Subject	AIH Subject
1	Business Communication	10 units of unspecified credit	10 units of unspecified credit
2	Business and Society	10 units of unspecified credit	10 units of unspecified credit
3	Business Statistics	Business Decision Making	Statistics
4	Foundations of Accounting	Accounting for Decision Makers	Introductory Accounting I
5	Introduction to Management	Managing the Organisation	Organisational Behaviour
6	Introduction to Marketing	Foundations of Marketing	Marketing Fundamentals
7	IT and Business Processes	10 units of unspecified credit	Foundations of Information Technology
8	Microeconomics	Microeconomics for Business Decisions	Economics for Management

**Total Credits for SCSB University Pathway Diploma of Business = 1 year of Bachelor of Business Degree Programs**

### Advanced Diploma of Business Course Credits

No.	SCSB Subject	UoN Subject	AIH Subject
1	Business Communication	10 units of unspecified credit	10 units of unspecified credit
2	Business and Society	10 units of unspecified credit	10 units of unspecified credit
3	Business Statistics	Business Decision Making	Statistics
4	Foundations of Accounting	Accounting for Decision Makers	Introductory Accounting I
5	Foundations of Business Law	Foundations of Law	Business Law
6	Introduction to Management	Managing the Organisation	Organisational Behaviour
7	Introduction to Marketing	Foundations of Marketing	Marketing Fundamentals
8	IT and Business Processes	10 units of unspecified credit	Foundations of Information Technology
9	Microeconomics	Microeconomics for Business Decisions	Economics for Management
10	Macroeconomics	Macroeconomics in the Global Economy	10 units of unspecified credit
11	Principles of Business Finance	Introduction to Finance	Business Finance
12	Strategic Management	10 units of unspecified credit	Managing Operations

**Total Credits for SCSB University Pathway Advanced Diploma of Business = 1.5 years of Bachelor of Business Degree Programs**



*"In response to those who say to stop dreaming and face reality, I say keep dreaming and make reality."*

- Kristian Kan

## UNIVERSITY PATHWAY PROGRAM SUBJECTS

### Structure and Subjects

The Diploma and Advanced Diploma of Business courses are comprised of the following subjects:

#### 1. Business Communication

Business Communication provides an introduction to the theories surrounding our understanding of communication and addresses the use of language, non-verbal communication, and how culture and power play important roles in how we communicate. It also outlines the principles of group communication and discusses difficulties associated with communicating in a team environment.

The unit also discusses how we deliver professional communication through business writing, presentation and interview skills, and advertising copy and media releases. It also outlines modern communication strategies and technologies and their impact on business.

#### 2. Business and Society

Business and Society unit introduces students to the potential and aspects of society's relationship with business in general. This unit also opens up the discussion of ways to establish a sustainable society and live a fulfilling life.

Students in this unit learn about the role that we as individual citizens, as students and as future professionals have in the development of business and society and what can we do to make life on this planet more sustainable.

By the end of the term, students are expected to have a better understanding of the relation between Business and Society.

#### 3. Business Statistics

Business Statistics describes how statistical techniques are applied in typical business situations, particularly by using computer applications such as spread sheets.

The unit examines topics such as graphical and numerical descriptive measures, probability, data collection, sampling, and distributions. It explores the concepts of estimation and hypothesis testing as well as simple linear and multiple regressions.

#### 4. Foundations of Accounting

Foundations of Accounting offers students a broad, business-based introduction to the conceptual foundations of accounting and the use of accounting

information to assist in key financial management functions and decision making. It introduces students to basic concepts and functions such as the balance sheet, the income sheet, profit and loss statements, techniques for analysing financial statements and investment decisions, and managing working capital.

#### 5. Introduction to Management

Introduction to Management introduces students to the world of management and discusses key management principles and theories. Specific topics examined in this unit include the identification of organisational strategy and the development organisational strategic plans, the importance of effective communication and information management, and how change and organisational development can be effectively managed.

The unit also discusses how human resources can be managed and how motivation and leadership can affect business performance.

#### 6. Introduction to Marketing

Introduction to Marketing introduces students to the ubiquitous practice of marketing and related theories and practices. It specifically explores topics such as the consumer and consumer behaviour, market segmentation, marketing research, and the four Ps of marketing: product, placement, promotion, and pricing.

The unit examines the role of market research, the planning and development of marketing strategies, and how to implement them and evaluate their success.

#### 7. IT and Business Processes

IT and Business Processes introduces students to the key concepts, theories, and issues associated with how businesses might use information technology to improve business processes and efficiency, the result of which is the development and implementation of business information systems.

This unit explores the nature of IT and its application to business processes. It begins by examining the relationship between business strategy and information systems and the growing reliance on e-business and the Internet.

## PATHWAY PROGRAM SUBJECTS

The unit discusses how information systems are implemented together with the risks associated with such systems, before looking at the service delivery and risk elements of business information systems.

### 8. Microeconomics

Microeconomics introduces students to the principles of economics and examines how the Australian economy works.

The unit begins by examining microeconomic principles and discusses supply and demand, the costs of production, market behaviour, competition and monopoly, and market failure. This unit also identifies what and how economic factors affect business and the economy as a whole.

### 9. Macroeconomics

This unit provides a coherent theoretical framework within which to analyse and understand the evolution of (macro)economies over time, and the impact of policies. Key economic issues including the Global Financial Crisis and its real manifestation in the form of persistent unemployment, high public debt, and growing poverty are investigated. Students will also have the opportunity to develop an international macroeconomic perspective, while developing attributes, including critical and adaptive thinking, and effective communication.

### 10. Principles of Business Finance

This unit provides students with an introduction to the Australian financial markets and an evaluation of the institutions, instruments and participants involved in the industry. The markets to be evaluated include the equity, bond, futures, and options markets. The unit systematically reviews each of these financial markets and examines the various institutional participants and the different types of financial instruments offered. Information is vital to today's financial professional.

### 11. Strategic Management

This unit introduces students to the theories and practices of strategic management. The unit examines the strategies businesses employ to achieve competitive advantage and improve business performance. Students are introduced to a range of different business level and corporate level strategies. They will explore

topics such as competition, strategic alliances, and role of good governance in strategic management.

Specific business strategies are examined through the use of case studies.

### 12. Foundations of Business Law

This unit introduces a broad framework of Australia's legal and political system and examines the sources of law, important provisions of the state and federal constitutions, court hierarchy and jurisdiction, precedent, civil liability, aspects of professional negligence and introduces consumer protection law, business organisations, contract and agency. It establishes a solid legal knowledge foundation for business and commerce and contributes to the enhancement of student attributes in analysis and problem solving.

## Further Studies

Successful completion of the Diploma or Advanced Diploma of Business guarantees students a place in the Bachelor of Business with either 8 or 12 subjects credited to the degree, shortening the duration of bachelor to two years or eighteen months respectively.

Graduates of Diploma or Advanced Diploma of Business will be eligible to enter into the following majors of Bachelor of Business:

- » Human Resources
- » Information Systems in Business
- » International Business
- » Logistics and Supply Chain Management
- » Management
- » Marketing
- » Tourism

The Diploma or Advanced Diploma of Business are pathways into other undergraduate degrees. For those degrees, the relevant faculty of the University/AIH will assess the transferable credits on case-by-case basis.





## WHY CHOOSE SCSB

### Staff and Management

SCSB staff and management have exceptional experience in international education including management of major projects in Malaysia, Indonesia, South America, China and the United States.

SCSB employs suitably qualified, knowledgeable, highly experienced professionals with a proven track record of hands-on teaching, student counseling and people management.

SCSB's teams of academics and advisors have vast experience in dealing with complex student requirements in learning and welfare. Our academics are suitably qualified, have relevant industry experience people focus that facilitates learning with ease for people of all ages in complex and simple areas of study.



*"The mind is not a vessel to be filled, but a fire to be kindled"*

- Plutarch

### Student Support, Welfare and Guidance

Where the student is experiencing any personal difficulties, they will be referred to relevant staff who will provide best possible available assistance. If the student's needs exceed the school's support capacity it will refer the student to an appropriate external agency.



### Why Choose SCSB

SCSB courses are specifically designed to support learners' pathway into Higher Education Diplomas as well as University Degrees.

All our courses are designed to reflect roles and tasks in current industry contexts. Courses are practical and project based, comprising both individual and group work, and using professional industry resources. Each course involves a range of assessment tasks including projects and portfolio development.

Our courses will engage students in real creative industry projects, helping the students to develop essential skills while exploring current industry relevant topics

SCSB courses are also designed to develop and extend the learner's critical and creative thinking skills, while we help them develop employability skills and an understanding of the world of work.

Learners will be exposed to group dynamics and be required to demonstrate team skills by working on group-based assessments and learning activities. This way you will learn to fulfill team based workplace responsibilities and expectations of the job.

Industry requires employees to multitask more than ever before. For this reason, assessment tasks are designed in such a way as to have the students work in a number of directions at once.

## Course Structure

### UoN Pathway Diploma of Business

Year 1 – UoN Pathway Academic English (1 Year, China)		
Term	Subject	Duration
Term 1	Academic English I	10 Weeks
Term 2	Academic English I	10 Weeks
Term 3	Academic English II	10 Weeks
Term 4	Academic English II	10 Weeks
Annual Holidays		
Year 2 – UoN Diploma of Business (1 Year, China)		
Term	Subject	Duration
Term 1	Business Communication Business and Society	10 Weeks
Term 2	Business Statistics Introduction to Management	10 Weeks
Term 3	Foundations of Accounting Introduction to Marketing	10 Weeks
Term 4	IT and Business Processes Microeconomics	10 Weeks
Part II – English for Academic Purposes (10 Weeks, Sydney) Southern Cross School of Business		
Term 1	English for Academic Purposes I	5 Weeks
Term 2	English for Academic Purposes I	5 Weeks
Part III – Bachelor of Business (2 Years) University of Newcastle		
Year 1, Semester 1	4 Subjects of Bachelor of Business	16 Weeks
Year 1, Semester 2	4 Subjects of Bachelor of Business	16 Weeks
Annual Holidays		
Year 2, Semester 1	4 Subjects of Bachelor of Business	16 Weeks
Year 1, Semester 2	4 Subjects of Bachelor of Business	16 Weeks
End of Degree Program		



## SCSB CAMPUS LOCATIONS

Located in the heart of Parramatta and City of Sydney, our campuses are places for you to learn, relax and socialise with your classmates.



### 531 George Street, Sydney

Being just a few minutes' walk from Town Hall train station, SCSB Sydney City campus is easily accessible by train or bus from different parts of Sydney and its suburbs. You can enjoy the diverse and vibrant campus life or take a short stroll to downtown amenities and attractions such as Darling Harbour



### 1 Fitzwilliam Street, Parramatta

Parramatta is the second largest CBD in Sydney and the sixth largest in the country. Parramatta offers a rich mix of dining, cultural, entertainment, retail and leisure experiences conveniently located adjacent to Parramatta station and Westfield, our Parramatta Campus will provide centralised access for students attending from Western Sydney

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