

**INNOVATION IN  
LEARNING**

**BUSINESS**

[vu.edu.au/vu-forum](http://vu.edu.au/vu-forum)

Victoria University CRICOS Provider No.00124K

  
**VICTORIA  
UNIVERSITY**  
MELBOURNE AUSTRALIA

# WHY STUDY BUSINESS AT VU?

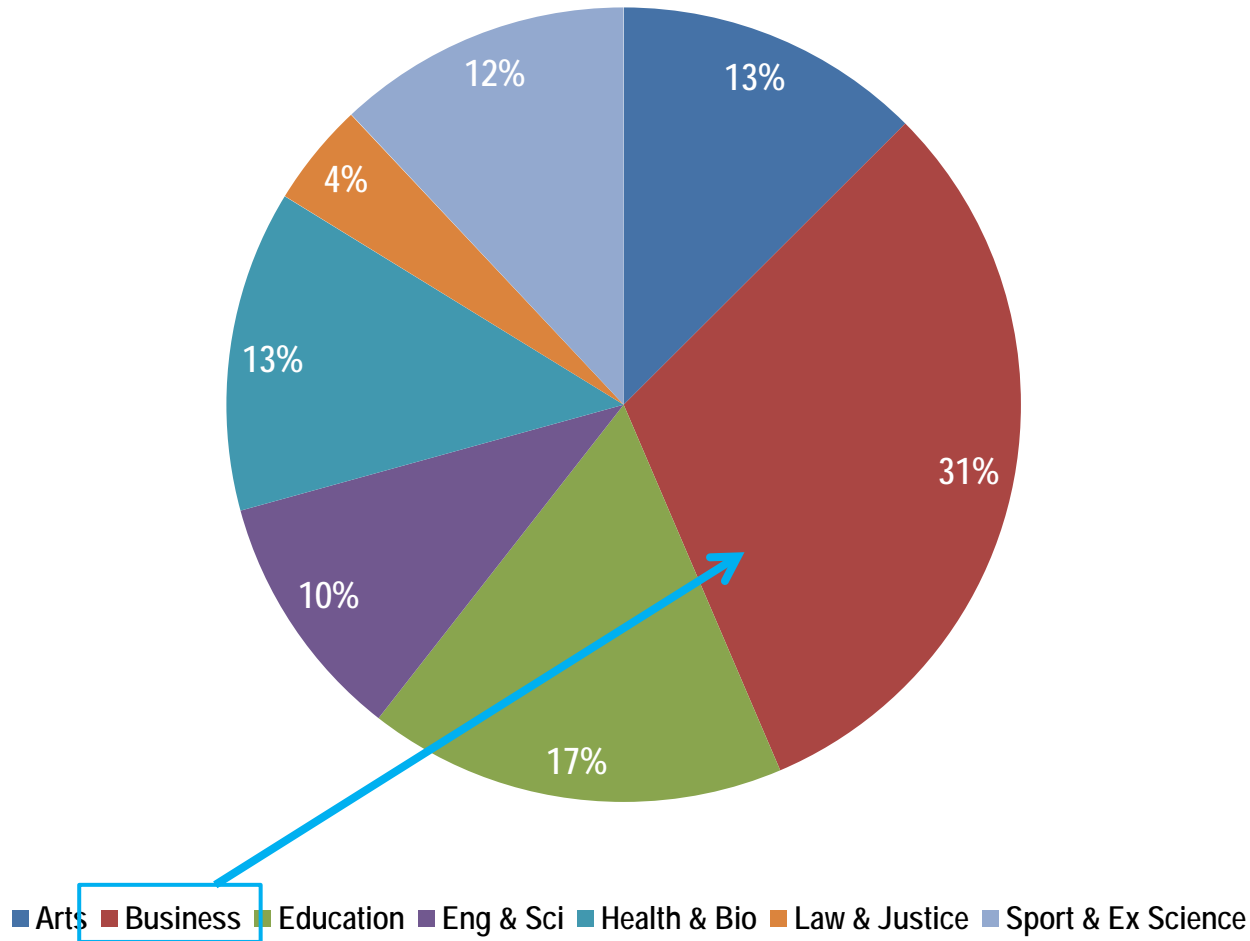
- The College of Business at Victoria University is one of the largest, most internationally active business schools in Australia
- Broad range of specialisations in business
- Industry-expert teachers
- Great facilities
- Extensive workplace learning opportunities: Centre for Work Integrated Learning



# COLLEGE OF BUSINESS STUDENTS

EFT STUDENTS	(As at April 2014)
Higher Education – Undergraduate	5,157
Higher Education – Postgraduate	778
VET	662
Total	6,597

# ALL VU STUDENTS EFTSL 2013



# COLLEGE OF BUSINESS – RECENT DEVELOPMENTS

**Our MBA is Ranked number one in Australia by CEO Magazine (April 2014)**

*Victoria University aims to be the 'University of Opportunity' by empowering a diverse community of students, facilitating the growth of their capabilities and transformation of their lives through education.*

# COLLEGE OF BUSINESS – RECENT DEVELOPMENTS

- Enhanced Research Strengths – addition of Centre of Policy Studies (CoPS) to Victoria Institute of Strategic Economic Studies (VISES).
- Increased commitment to industry and community engagement – ISCL
- New adjunct professor appointments

# VICTORIA INSTITUTE OF STRATEGIC ECONOMIC STUDIES (VISES)

- Incorporates the Centre for Policy Studies (CoPS)

## VISION

“To focus on the study of the fundamental economic, social and technological changes that are recasting the global economy, and to develop effective policy responses to them”.

# CENTRE OF POLICY STUDIES (COPS)

- A largely self financed research centre.
- Develops and maintains national and regional Computable General Equilibrium (CGE) models of Australia and many other countries.
- 18 FTE research staff.
- Home of GEMPACK, used by over 600 organisations in over 80 countries.
- Conducts training in CGE models in Australia and overseas.



# WHAT ARE CGE MODELS USED FOR?

Changes in:



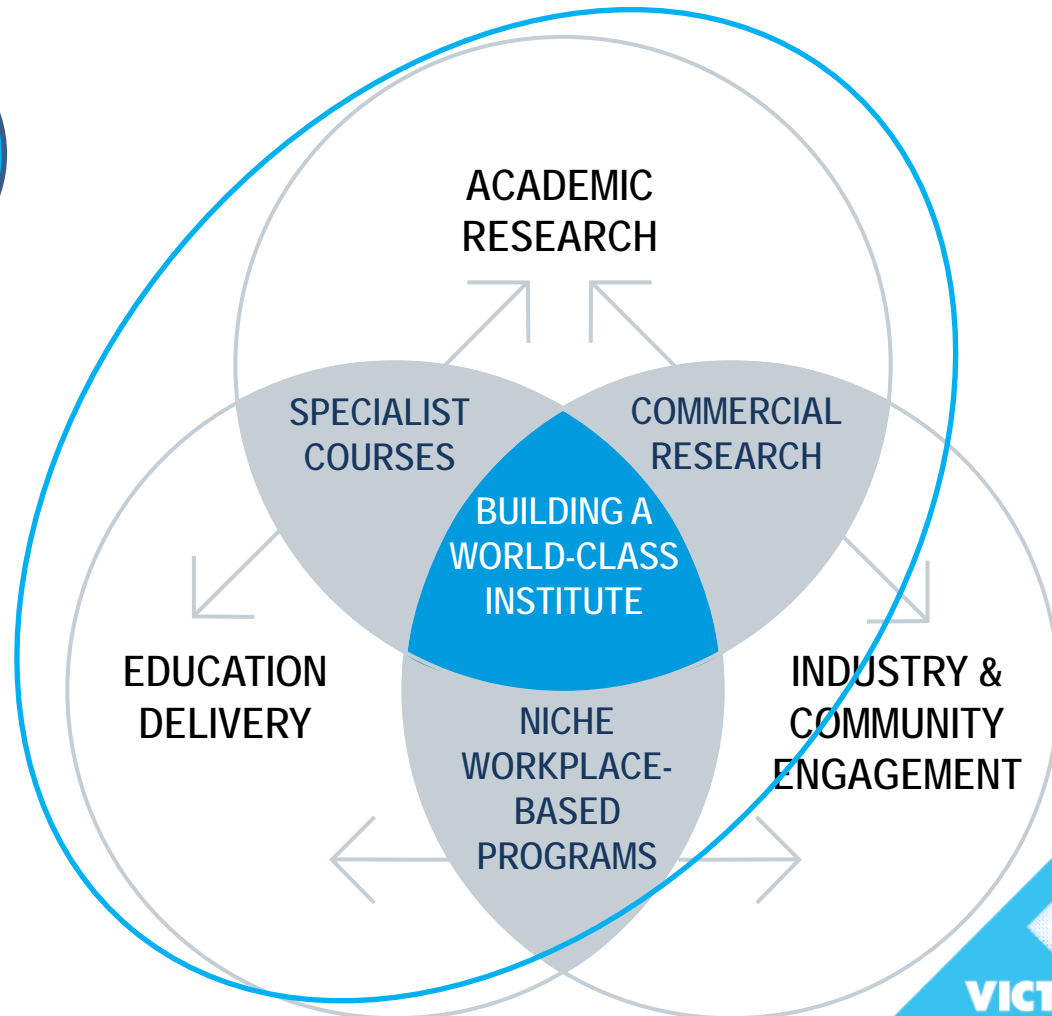
Impact on:

- Government taxing & spending.
  - Import and export prices.
  - Production technologies.
  - Household tastes.
  - Industry assistance.
  - Education & training.
  - Immigration policy.
  - Risk perception.
  - Tariffs, import quotas.
  - Amenity, location preference.
  - Health status transitions.
  - Etc.
- National & regional macros: GDP, GNE, GNI, C, I, X, M, unemployment, prices etc.
  - Output by industry & region.
  - Prices by commodity, industry & region.
  - Employment and wage rates by qualification, occupation, age, gender.
  - Income distribution.
  - Food security measures.
  - CO2 equivalent emissions.
  - Etc.

# INSTITUTE OF SUPPLY CHAIN AND LOGISTICS

Strong partnerships with industry/business in Melbourne western region and beyond.

Committed to teaching, learning that is integrated in the workplace



# ADJUNCTS

Strong links with the broader business community.

- Leads to relevant teaching
- Key Industry leaders appointed as adjuncts to the College of Business.

## Our Focus

- Financial Services – Alan Kohler – Financial guru
- Tourism and Events – Ian James, Mushroom Records
- Di Smith – Tourism
- Chris Buckingham - Tourism

# INDUSTRY PARTNERSHIPS

## Strong links With Industry

### SAP

- One of the world's leading institutions in ERP Systems (SAP) education

### Le Cordon Bleu

- Our partnership with Le Cordon Bleu enables us to deliver high quality, internationally recognised culinary training, developing executive chefs and culinary managers for employment in Australia and across the Asia Pacific region. Associate degree in culinary management.
- Partnership with **Linfox**
- Platinum sponsor of the **Victorian Tourism Awards**
- Member of **International Congress and Convention Association**



**WORK INTEGRATED LEARNING**

# VICTORIA UNIVERSITY AND SAP



## SAP

- Global software Vendor
- Market Leader
  - Enterprise Resource Planning systems
  - Business Intelligence
  - Customer Relationship Management
  - Cloud (enterprise)
- 120,000 customers
- World's leading companies
- Very expensive
- Massive skill demand
  - (30 to 40k vacancies)

## SAP University Alliances

- 1,300 universities globally
- 17 Australian universities
- Access to SAP solutions
- Access to curriculum
- Professional development

## SAP at Victoria University

- Member since 1998
- Global leader
- 20 units
- Postgraduate courses
- International locations
- Research
- Demand for graduates

# GRADUATE JOB READY

The [Centre for Work Integrated Learning \(WIL\)](#) makes sure our Business students are ready for employment.

Two WIL programs:

1) “Co-op” - **Co-operative education or 'Co-op'**

- at least 10 months, of full-time, paid, employment in a relevant position which will challenge the student, in their chosen career sector;

2) “BIL” – **Business integrated learning (BIL)**

- varies in structure and duration, but at least 150 contact hrs in a range of work-based project, casual or voluntary professional activities;

Both are **fully credited subjects** towards students' Bachelor degrees, include an **academic curriculum** delivered on-line and are instrumental in ensuring students develop the critical **skills and capabilities** essential to become the **business leaders** of tomorrow as VU Graduates in Australia and across the globe.

# WORK INTEGRATED LEARNING

## WIL FAST FACTS

- Clients include businesses across the full spectrum: large or small corporations, in the public and private sectors, SME's, NGO's, MNC's and NPO's!
- Can be anywhere ... from Laverton to London or LA!  
~ approx 20% of Hospitality Tourism & Event Management students undertake WIL overseas;
- Co-op/WIL graduates are recruited earlier and have the relevant professional experience demanded by graduate employers;



# GRADUATE KENDAL: “What WIL gave me”

“Prepared to enter the Graduate Market with a competitive edge.

International experience

Passion to make my course into a career.

Career driven”





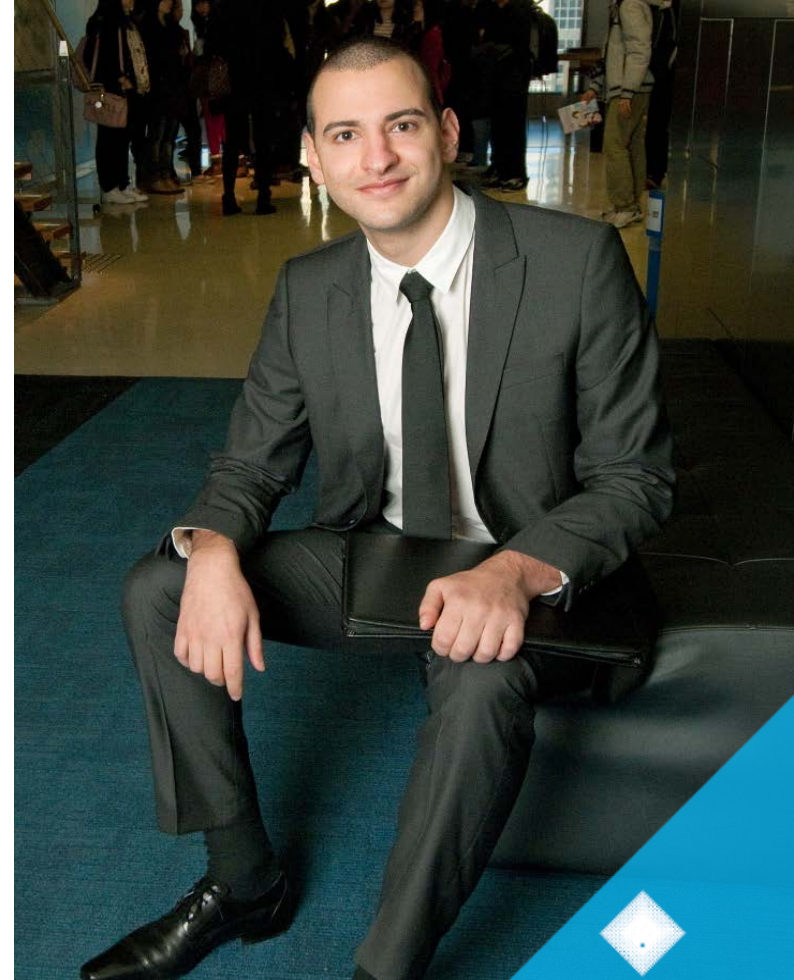
# GRADUATE JOB READY

“VU places an emphasis on learning in the workplace, which gives students valuable experience in order to remain competitive in today's business environment.

I volunteered for the Youth Voice Committee at Hobsons Bay Council as part of my VU Work Integrated Learning (WIL) program.

My experience gave me the competitive edge during the selection process for a graduate position in human resources with National Australia Bank.”

**Elias Assaf – Bachelor of Business  
(Human Resource Management)**



# GRADUATE JOB READY

"The Business and Law Co-op Work Integrated Learning (WIL) program at Victoria University has paved a rewarding and challenging career path for me that has already led to a promotion within the Schools HR Services Unit at the Department of Education and Early Childhood Development."

**Megan Buttigieg – Bachelor of Business (Human Resource Management)**



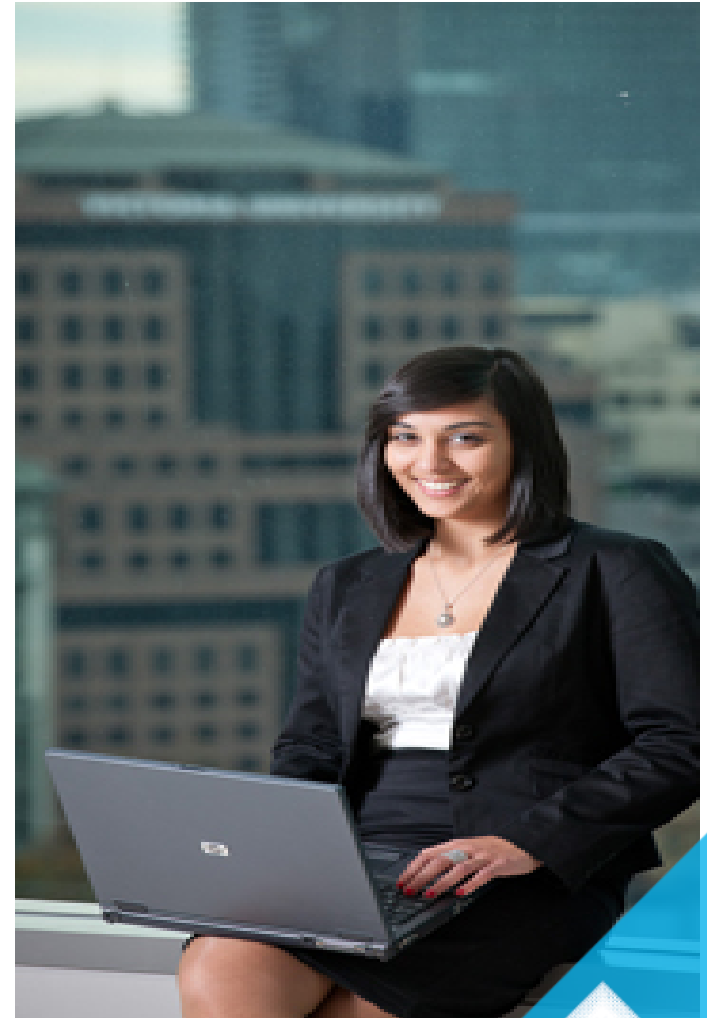
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# GRADUATE JOB READY

## Samantha Rodrigues

Bachelor of Business (Accounting)

“I chose VU because it was one of the few universities that encouraged Work-integrated Learning or a co-op year. I gained invaluable experience through my work placement at The Morrows Group, and also landed a permanent position there once I graduated.”



# ACCREDITATIONS

- Our Bachelor of Business (BBus) Hospitality and Tourism Management courses are EPAS Accredited. They are the first courses in Australia to receive this quality from the European Foundation for Management Development (EFMD)
- Our BBus (Supply Chain and Logistics Management) and Associate Degree in Logistics are Chartered Institute of Logistics and Transport Australia (CILTA) accredited.
- Our BBus (Marketing) course is accredited by the Australian Marketing Institute (AMI). AMI accreditation is awarded to courses that best meet the needs of employers, and provide marketing graduates with an optimum set of skills and knowledge
- Our BBus (Accounting), Graduate Diploma in Professional Accounting and Master of Accounting courses are professionally recognised with accreditation from CPA Australia and the Institute of Chartered Accountants in Australia.

# OUR COURSES - QUALIFICATIONS

- **VCAL, VCE, VETiS, apprenticeships**  
Year 10-12 includes VCAL, apprenticeships and short courses
- **Further and Vocational Education**  
Certificate I-IV, diploma, advanced diploma
- **Higher education – Undergraduate**  
Associate degree, bachelor degree, honours degree, double degrees
- **Higher education – postgraduate**  
Graduate certificate, graduate diploma, masters and doctoral degrees

# OUR SPECIALISATIONS

## We offer business specialisations in:

- Accounting
- Banking and Finance
- Financial Risk Management
- Event Management
- Human Resource Management
- Information Systems Management
- International Hospitality
- International Tourism Management
- International Trade Management
- Marketing
- Music Industry
- Supply Chain and Logistics Management

# WHY STUDY BUSINESS AT VU?

"Victoria University's lecturers have extensive industry backgrounds to effectively mentor their students.

I completed my workplace learning at ANL Container Lines and they have since employed me full time as a Logistics Officer."

## Kim Hickey

- Certificate IV in Logistics
- Diploma of Logistics
- Bachelor of Business (Supply Chain and Logistics Management)

