At the Crossroads: Plotting your students' journey in Business
We wish to acknowledge the people of the Kulin Nations, on whose lands we are gathered today. These lands are places of age-old ceremonies; where ideas, culture, history and knowledge are exchanged – a tradition that continues to this day.

We pay our respects to their Elders, past and present, and acknowledge that the land and waterways are, and always will be, traditional Indigenous land and that sovereignty was never ceded.
PRESENTERS

- Associate Professor Nell Kimberley
  Associate Dean (Learning and Teaching)
- Mr Peter Wagstaff
  Lecturer, Department of Marketing
- Patrick Soo
  Senior Student Recruitment Coordinator
- Amy Newman
  Senior Student Recruitment Coordinator
SESSION OUTLINE

• **Maths** – Does the subject count?

• Choosing between **Comprehensive** and **Specialist** degrees

• **Seeing Double** – Double degrees vs Double Majors

• **Case Study**: A Career in Marketing

• **Q&A**
BUT first… A poll

Q: Using the business emojis, what is the Business Personality you see the most in your students?
Q: If you were a VCE student, which math subject would you study?

a) Mathematic Methods
b) Further Mathematics
c) None at all
Math – Does the subject count?

If students don’t have methods or specialist maths what is the recommended course of action if they wish to study a course that requires it (e.g. Bachelor of Commerce)?

Recommendation would be to join a course like the Bachelor of Business and take Mathematics for Business (ETF2700) or Introduction to Quantitative Skills for Social Sciences (ECC1550) in Semester 1.

Students are able to transfer in Semester 2 as soon as they meet prerequisites*.

Note: Applications for course transfer will close before results are released. Students will need to apply for transfer before they know if they have passed the unit.
Math – Does the subject count?

If students don’t have further maths but have done commerce subjects in high school, can they still study a business degree at Monash University?

They can study the Bachelor of Business Administration. Alternatively, they can also do the Diploma of Business or Diploma of Tertiary Studies (DoTS).

The same applies for students who have done Mathematics Methods or Specialist Mathematics but have not met the required entry scores for Bachelor of Business or Bachelor of Commerce.

NOTE: The Maths Bridging program is no longer offered
Q: Would you choose a comprehensive or specialist degree in business?

a) Comprehensive degree

b) Specialist degree
I'M NOT EXACTLY SURE WHICH AREA OF BUSINESS I WANT TO STUDY

I KNOW EXACTLY WHAT I WANT TO STUDY...

COMPREHENSIVE DEGREES

SPECIALIST DEGREES
Our range of Undergraduate Courses

Comprehensive Degrees

- Bachelor of Commerce
- Bachelor of Business
- Bachelor of Business Administration

Specialist Degrees

- Bachelor of Actuarial Science
- Bachelor of Accounting
- Bachelor of Banking & Finance
- Bachelor of Economics
- Bachelor of Finance
- Bachelor of International Business
- Bachelor of Marketing
## UNDEGRADUATE COURSE STRUCTURE

### SAMPLE

<table>
<thead>
<tr>
<th>Comprehensive</th>
<th>Specialist</th>
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<tbody>
<tr>
<td>7 core units</td>
<td>3-4 core units</td>
</tr>
<tr>
<td>8 major units</td>
<td>11 or 12 specialisation units</td>
</tr>
<tr>
<td>8 electives</td>
<td>8 electives</td>
</tr>
<tr>
<td>1 capstone unit</td>
<td>1 capstone unit</td>
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Seeing Double
Double majors vs Double degrees –
Picking the right journey
Comprehensive Degree with a Double Major

✓ Covers two different areas within the one degree
✓ Can study one business or commerce discipline and one discipline from another faculty within the University
✓ Breadth of skills and understanding

Double Degrees

✓ Study two separate degrees at the same time
✓ Graduate in a shorter time than it would take to finish them individually
✓ Similar workload as a single degree course
IF YOU'RE SET ON A CAREER IN BUSINESS, YOU MAY WISH TO CONSIDER TAKING TWO DEGREES WITHIN THE BUSINESS SCHOOL.
EXTERNAL

DOUBLE DEGREES

Monash offers one of the largest double degree programs in the country.

Explore your Monash Business School degree with other areas of study, including law, engineering, arts, education, IT, design, science and music.

A DOUBLE DEGREE WILL ALLOW YOU TO DEVELOP INTERDISCIPLINARY SKILLSET – THEY ARE NOT DOUBLE THE WORKLOAD!
**WHAT DOES A DOUBLE DEGREE COURSE MAP LOOK LIKE?**

<table>
<thead>
<tr>
<th>YEAR 1</th>
<th>Business Bachelor Degree</th>
<th>Second Degree Option</th>
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<tbody>
<tr>
<td>Semester 1</td>
<td>core unit</td>
<td>Second degree unit</td>
</tr>
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<td>Semester 2</td>
<td>core unit</td>
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<td>Second degree unit</td>
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<tr>
<td>Semester 2</td>
<td>major</td>
<td>Second degree unit</td>
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<td>Second degree unit</td>
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<tr>
<td>Semester 2</td>
<td>major</td>
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<tbody>
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<td>major</td>
<td>Second degree unit</td>
</tr>
<tr>
<td>Semester 2</td>
<td>major</td>
<td>Second degree unit</td>
</tr>
</tbody>
</table>

Business Bachelor Degree

YEAR 1
- Semester 1: core unit
- Semester 2: core unit

YEAR 2
- Semester 1: core unit
- Semester 2: major

YEAR 3
- Semester 1: major
- Semester 2: major

YEAR 4
- Semester 1: major
- Semester 2: major

Second Degree Option

YEAR 1
- Semester 1: Second degree unit
- Semester 2: Second degree unit

YEAR 2
- Semester 1: Second degree unit
- Semester 2: Second degree unit

YEAR 3
- Semester 1: Second degree unit
- Semester 2: Second degree unit

YEAR 4
- Semester 1: Second degree unit
- Semester 2: Second degree unit
Careers in Marketing
A Case Study
MARKETING IN 2022

Employment opportunities are good!

Source: Labour Market Insights, Australian Government.
MARKETING IN 2022

- What do we actually teach in the digital age? How?
- Online social media as a new channel for marketing
- Marketing vs marketing science vs marketing & communications vs our specialist degree, Bachelor of Marketing
- Considerations going forward…
QUESTIONS?