



UOW
COLLEGE
AUSTRALIA

—
PATHWAYS TO
UNIVERSITY OF
WOLLONGONG

Undergraduate Certificate in Business

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Course Outline



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Course Outline

1 Course Description

The UOWCA Undergraduate Certificate in Business provides students with a pathway into the study of business at the university level. Students are provided with a range of learning experiences and opportunities in discipline-based subjects including marketing, accounting, management and finance, at the tertiary level. This introduction to technical skills, knowledge and capabilities prepares students for further study and employment in the field of Business.

The Undergraduate Certificate provides pathways for entry into the UOWCA Diploma of Business with 24 credit points.

Undergraduate Certificates are higher education qualifications of six months duration that may be used to articulate with existing qualifications at AQF levels 5, 6, or 7. They qualify individuals with knowledge and skills for further study, professional upskilling, employment and participation in lifelong learning.

2 Graduate Qualities

The course is designed to assist students in developing the UOW College Australia Graduate Qualities. It helps students become:

- 1. Informed:** Have a basic knowledge of an area of study and understand its issues. Know how to apply this knowledge.
- 2. Independent Learners:** Begin to engage with new ideas and ways of thinking and critically analyse issues. Seek to extend knowledge through ongoing enquiry and active learning. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.
- 3. Problem Solvers:** Demonstrate introductory levels of creative, logical and critical thinking skills to respond effectively to problems. Be flexible and thorough.
- 4. Effective Communicators:** Articulate and convey ideas effectively using a range of media. Work collaboratively and engage with people in different settings.
- 5. Responsible:** Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity and act with integrity. Take responsibility for one's own learning and completion of assessment tasks.

3 Course Learning Outcomes

Graduates will be able to:

1. Demonstrate a broad and coherent body of knowledge required to upskill professionally.
2. Demonstrate knowledge and skills sufficient to sustain lifelong learning in higher education and vocational settings.
3. Apply knowledge in new or existing disciplines or professional areas.
4. Demonstrate an appropriate depth of integrated knowledge of the specialisation area.

4 Course Learning Outcomes Mapped to Graduate Qualities

The table below shows how the graduate qualities are integrated into the course learning outcomes:

Course Learning Outcomes/Graduate Qualities	1. Informed	2. Independent Learners	3. Problem Solvers	4. Effective Communicators	5. Responsible
1. Demonstrate a broad and coherent body of knowledge required to upskill professionally.	✓			✓	
2. Demonstrate knowledge and skills sufficient to sustain lifelong learning in higher education and vocational settings.	✓	✓			✓
3. Apply knowledge in new or existing disciplines or professional areas.	✓	✓	✓		
4. Demonstrate an appropriate depth of integrated knowledge of the specialisation area.	✓			✓	

5 Course Structure and Subjects by Campus

UNDERGRADUATE CERTIFICATE IN BUSINESS – AUTUMN, SPRING, SUMMER INTAKES (WOLLONGONG and SOUTH WESTERN SYDNEY)

UOW College Session Dates

Subject Code	Subject Name (UOW Equivalent Subject Code)	Credit Points	Contact Hours a Week
DSSC107	Principles of Responsible Business (COMM101)	6	5
WUCB101*	Marketing Principles (MARK101)	6	5
WUCB105	Introductory Principles of Finance (FIN111)	6	5
WUCB113	Human-Centred Systems Design (OPS 113)	6	5
WUCB120*	Accounting for Decision Making (ACCY121)	6	5
WUCB130*	Introduction to Management (MGNT110)	6	5
WUCB160*	Economic Essentials for Business (ECON100)	6	5
WUCB521	Statistics for Business (BUS 121)	6	5

* The Undergraduate Certificate in Business should comprise these four subjects, subject to availability. Additional subjects listed may be substituted at the discretion of the Academic Program Manager.

Expected Course Workload

As a guide, the workload for your course is determined by the number of subjects you take each session. Attempting four subjects in a standard session is considered to be a fulltime load i.e. equivalent to working fulltime (35-45hrs a week).

Each subject in this course has designated contact hours where you are required to attend classes including lectures, tutorials, workshops or other structured learning experiences.

To be successful in this course you are also required to undertake independent learning activities outside of your scheduled classes, this includes:

- Preparing for classes: homework, readings and reviewing learning materials.
- Independently researching and/or practicing knowledge and skills.
- Completing all assessment tasks and studying for examinations.
- Attending learning support services.

6 Subjects Mapped to Course Learning Outcomes

Subject/ Course Learning Outcomes	1. Demonstrate a broad and coherent body of knowledge required to upskill professionally.	2. Demonstrate knowledge and skills sufficient to sustain lifelong learning in higher education and vocational settings.	3. Apply knowledge in new or existing disciplines or professional areas.	4. Demonstrate an appropriate depth of knowledge of the specialisation area.
DSSC107 Principles of Responsible Business	✓	✓	✓	✓
*WUCB101 Marketing Principles	✓	✓	✓	✓
WUCB105 Introductory Principles of Finance	✓	✓	✓	✓
WUCB113 Human-Centred Systems Design	✓	✓	✓	✓
*WUCB120 Accounting for Decision Making	✓	✓	✓	✓
*WUCB130 Introduction to Management	✓	✓	✓	✓
*WUCB160 Economic Essentials for Business	✓	✓	✓	✓
WUCB521 Statistics for Business	✓	✓	✓	✓

7 Progression Guidelines

Course Progression Requirements

1. To qualify for the award of the Undergraduate Certificate in Business, students must achieve a minimum result of 50% in any four approved subjects.
2. Students who meet the requirements for the award of the Undergraduate Certificate can progress to the Diploma of Business with 24 points of credit.

8 Entry Requirements / Admissions Guidelines

Entry requirements for this course can be viewed online at:

<https://coursefinder.uow.edu.au/information/index.html?course=undergraduate-business>

9 Assessment

Students are required to complete a number and variety of assessment tasks related to their streams of study.

Each subject has a subject outline that is issued to students. Subject outlines contain an overview of subject objectives, an assessment schedule, a list of learning resources and a weekly topic outline. Subject outlines also contain an explanation of assessment components.

All assessment tasks with a weighting of 10% or greater have marking criteria and an answer/marking guide.

All aspects of assessment are governed by the Assessment Guidelines, which can be viewed at: [Assessment & Examination Guidelines for Students](#) and [Assessment Guidelines](#).

10 Quality Assurance

The College applies formal quality assurance processes to its design of courses, subjects and their assessments. These processes include:

- Clear subject outlines that align with the objectives of the course and support consistent delivery of content;
- Mandatory inclusion of clear and appropriate marking criteria in assessment tasks;
- Moderation of marking of student assessment tasks, ensuring that the assessment criteria have been applied consistently and there is equity across individual markers;
- A regular schedule of audits on student assessment tasks using randomly-selected samples of student work; and
- The use of feedback from students and teachers to inform continuous improvement of curriculum, delivery, policies and procedures.

Details of the College's approach to quality assurance can be viewed at the following link: <https://www.uowcollege.edu.au/about/policies-procedures/index.html>.

11 Subject Descriptions

DSSC107 Principles of Responsible Business

This subject examines basic marketing concepts to build a sound understanding of marketing principles. The material assists those who want to be specialist marketers and those interested in undertaking other business or professional studies. What students learn in this subject will be of value to them as both consumers and members of the business community.

***WUCB101 Marketing Principles**

This subject examines basic marketing concepts to build a sound understanding of marketing principles. The material assists those who want to be specialist marketers and those interested in undertaking other business or professional studies. What students learn in this subject will be of value to them as both consumers and members of the business community.

WUCB105 Introductory Principles of Finance

This subject introduces fundamental concepts of corporate and personal finance. In doing so, the inter-relationships between finance and financial planning are explored.

A theoretical strand contextualises finance and financial planning within their respective regulatory frameworks. A technical strand equips students with fundamental skills to understand the concept of time value of money, as applied to solving cash flow valuation problems, within the context of corporate and personal finance. This subject is innovative in its broad and synergistic overview of the financial services industry.

WUCB113 Human-Centred Systems Design

This subject introduces the concept of a system, focusing on the importance of systems thinking as it relates to the exploration, analysis and co-design of information and other systems. As global citizens and future managers, understanding what constitutes a system and how we address challenges and think about, analyse and design complex systems is crucial. Students explore, from a human-centred perspective, ethics, responsibility and sustainability considerations that are pertinent to the design of complex systems, emerging technologies and innovation.

***WUCB120 Accounting for Decision Making**

This subject introduces students to the role and use of accounting information in a variety of organisations and society. Students evaluate both financial and non-financial reports and their impact on accountability, decision-making and corporate governance. The subject introduces students to various analytical techniques in order to make sound decisions in a variety of business and social settings.

***WUCB130 Introduction to Management**

This subject introduces students to key management theories and concepts including organisational culture, social responsibility, ethics, managing groups, motivating employees, planning, managing human resources and employment relations, strategic management, decision-making, managing operations, leadership and foundations of management control. It is designed to provide an opportunity for students to acquire understanding through a series of lectures supported by student participation in simulation activities. The subject is presented from the point of view of managers, but students will learn how the different interests between organisational stakeholders affect various management processes.

***WUCB160 Economic Essentials for Business**

This subject is an introduction to economics. As such, it assumes that students have no prior formal knowledge. It will introduce students to economics and relate it to the world of business and economic management to establish a sound foundation to understand economic events and principles in Australia and any market economy. The knowledge and skills developed in economics are the basis of managing resources and understanding the world of business and government.

WUCB521 - Statistics for Business

The aim of the subject is to introduce students to quantitative techniques and their application to the business world with an emphasis on the decision-making process. The main focus of the subject is business statistics and topics will include descriptive statistics, probability, sampling, confidence intervals, hypothesis testing, elementary correlation, regression analysis and time series forecasting. Students are also introduced to the use of computer programs for estimation and analysis to improve business decision-making.

12 Version Control Table

Version Control	Date Effective	Approved By	Amendment
1	18/12/2020	Vice-Chancellor	Initial release – new course for 2021 delivery
2	25/11/2021	UOWCA Academic Board	Variation to subject schedule to reflect Faculty of BAL course review.
2023_V1.0	01/12/2022	UOW College Education Committee	Minor variation to subject schedule