



** Please note – the information contained in this handout is accurate as at January 2011.
Information regarding employment prospects/salary/growth is based on information derived from
www.skillsinfo.gov.au, www.joboutlook.gov.au and Careers and Employment's own research.

2011

Please note: the information contained in this document was current as of January 2011. Refer to www.swinburne.edu.au/courses/ for the most recent updates. Refer to the School of Business website www.tafe.swinburne.edu.au/business-commerce for further information and a list of the courses offered in this area.

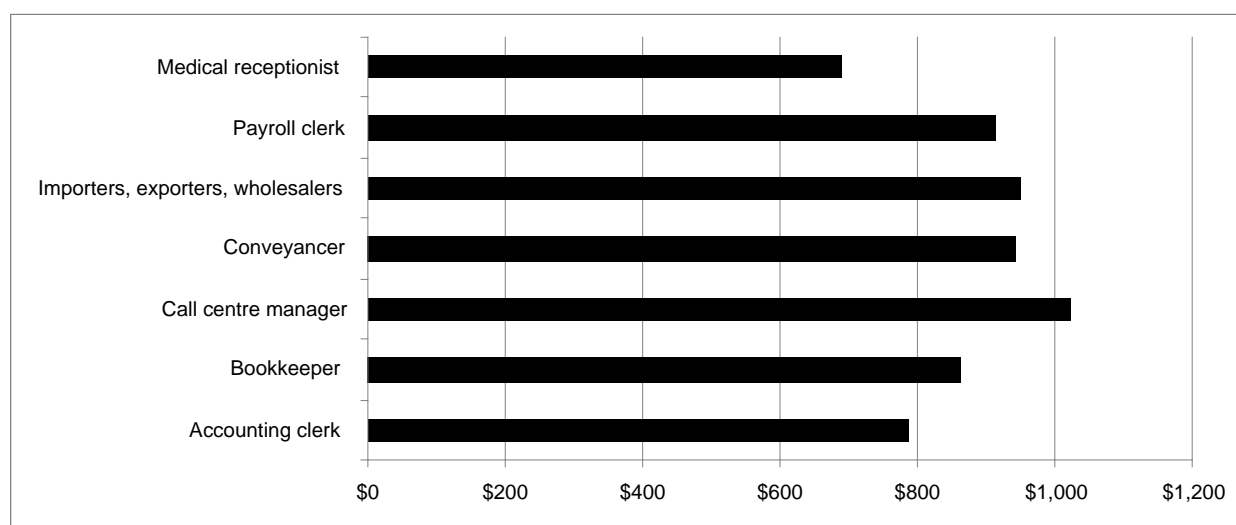
Industry Overview

This area of study broadly covers the principles and practices relevant to business in today's global economy. More specifically, it incorporates a variety of sectors encompassing a multitude of employment opportunities. A major advantage of choosing a TAFE qualification in the business sector is that you can build skills in a precise discipline of interest or choose a course that develops skills and knowledge applicable to a host of job roles and industry segments.

For further market and industry information relating to your discipline, please refer to:

- www.deewr.gov.au
- www.jobguide.deewr.gov.au
- www.joboutlook.gov.au
- www.myfuture.edu.au
- www.skillsaustralia.gov.au
- www.skillsinfo.gov.au

Average weekly earnings before tax for a selection of TAFE Business career outcomes



Source: www.joboutlook.gov.au, accessed 7 December 2010

Accounting

Job prospects for accounts clerks and assistant accountants are good and students with these qualifications can be employed in a range of industries, including professional, scientific, public administration and retail. Potential areas of work in the industry include financial accounting, company accounting, management accounting, internal control, taxation law, computer accounting and payroll. Employers value graduates with aptitude for numbers, good communication skills, ability to work as part of a team, and a professional and ethical approach to work.

Job titles may include the following:

- Assistant Accountant
- Accounts Assistant
- Accounting Clerk
- Accounts Manager
- Accounts Payable
- Accounts Receivable
- Tax Agent
- Payroll Assistant
- Payroll Officer

Advertising

Students completing an Advertising course at Swinburne will be equipped to operate in a wide range of occupations within the industry. A large number of graduates studying advertising also find jobs in the broader area of marketing communications, including the sales departments of media companies, marketing departments of major organisations and not-for-profit organisations and in media agencies.

Graduate skills are easily transferable to overseas markets and students can obtain valuable international experience in major creative centres such as New York, London and throughout Asia. Job prospects for Advertising and Marketing Professionals are good. Employment for Advertising and Marketing Professionals to 2014-15 is expected to grow very strongly. Employment in this very large occupation (53 600 in November 2009) rose strongly in the past five years, and rose very strongly in the long-term (ten years).

Job titles may include the following:

- Advertising Assistant
- Advertising Manager
- Account Service Executive
- Account Coordinator
- Art Director
- Brand or Product Manager
- Copywriter
- Designer
- MAC operator
- Marketing Researcher
- Media Planner
- Producer
- Production Manager
- Strategic Planner
- Traffic Manager
- Web Designer

Bookkeeping

A bookkeeper maintains and reconciles records of financial transactions (such as sales, income, wages and purchases) and prepares regular statements showing receipts, payments and balances of accounts. Every organisation, large and small, is required to 'keep books'. This career would suit people who enjoy working through documents, are organised and methodical and have good numerical ability. Job prospects for Bookkeepers are average. Employment in this very large occupation (114 000 in November 2009) is expected to grow slightly up until 2014-15. Bookkeepers can expect to work under the direction of a tax agent/public accountant, for a bookkeeping business or franchise, as a permanent paid bookkeeper (working for enterprise), or in their own bookkeeping business.

Job titles may include the following:

- Bookkeeper
- Professional contract bookkeeper
- Permanent paid bookkeeper

Business / International Business

Students studying Business and International Business will gain knowledge and skills relating to business practices and theory, marketing and purchasing and selling products in the global market. Current job prospects for Importers, Exporters and Wholesalers are average; however prospects during the next 5 years are expected to grow strongly. Employment in this large occupation (24 500 in November 2009) rose strongly in the past five years, and in the long-term (ten years).

Job titles may include the following:

- Administrative Officer
- Customer Service Coordinator (imports and exports)
- Export Manager
- Import Manager
- Logistics and Transport Officer
- Office Supervisor
- Personal Assistant
- Senior Secretary
- Shipping Coordinator
- Trade Manager

Business Administration

Job prospects for General Clerks are good. Employment for General Clerks to 2014-15 is expected to remain relatively steady. Employment in this very large occupation (156 400 in November 2009) fell in the past five years, but rose very strongly in the long-term (ten years). Main employing industries that graduates can consider entering are Public Administration and Safety, Education and Training, Health Care and Social Assistance and Professional, Scientific and Technical Services.

Job titles may include the following:

- Accounts Clerk
- Administrative Assistant
- Administrative Officer
- Human Resource Officer
- Junior Personal Assistant
- Office Administration Assistant
- Office Supervisor
- Personal Assistant
- Senior Secretary

Conveyancing

Conveyancers act for and on behalf of clients in the transfer of property ownership. Victorian Conveyancers must be licensed by the Business Licensing Authority (BLA). Graduates can operate their own conveyancing business if they meet all the criteria set by the BLA. Job prospects for Conveyancers are good. Employment for Conveyancers in 2014-15 is expected to grow moderately. Employment in this small occupation (8100 in November 2009, 10,500 in May 2010) rose moderately in the past five years, and remained relatively steady in the long-term (ten years), but with small occupations employment estimates can fluctuate.

Frontline Management

Frontline Management courses are designed for those who are moving into supervisory positions, as well as those who have already developed supervisory skills on the job and wish to gain formal recognition of those skills. Careers as a supervisor, team leader and manager exist across all industries and occupations. Job prospects for managers are average to good and vary across industries.

Job titles may include the following:

- Coordinator
- Supervisor
- Team leader in a large organisation or small business.

Government / Local Government

These qualifications are suitable for people wishing to undertake a role within local government that focuses on the organisation's contact with the community and government planning regulations. These positions require providing some leadership and guidance to others and the application of a broad range of skills including the evaluation of current practices and the development of new procedures.

Human Resources

The main areas of human resources in an organisation are training and development, statutory and compliance services, strategic planning and organisational development, knowledge management and personnel administration. The range of activities performed by a human resource professional will vary according to the size and activities of an organisation. Roles in human resources are available across the public and private sectors, including not-for-profit organisations. Job prospects for Human Resource Professionals are good.

Employment for Human Resource Professionals to 2014-15 is expected to grow very strongly. Employment in this very large occupation (52 900 in November 2009) rose moderately in the past five years, and rose slightly in the long-term (ten years).

Job titles may include the following:

- Human Resources Adviser
- Human Resources Assistant
- Human Resources Assistant Manager
- Human Resources Assistant Officer
- Human Resources Consultant
- Human Resources Coordinator
- Human Resources Manager
- Human Resources Project Manager

Legal Practice

Students completing qualifications specialising in Legal Practice can find work providing guidance and services to clients in a legal environment as a law clerk, legal secretary or paralegal. These roles provide operational and administrative support to legal professionals. Job prospects for Court and Legal Clerks are good. Employment for Court and Legal Clerks to 2014-15 is expected to grow strongly. Employment in this medium sized occupation (13 500 in November 2009) rose strongly in the past five years, and rose moderately in the long-term (ten years).

Job titles may include the following:

- Legal Secretary
- Law Clerk
- Paralegal

Library/Information Systems

A TAFE Library and Information Systems course is competency based, has a practical, 'hands-on' emphasis, and is offered full-time over two years or equivalent part-time. This course will open the door to many opportunities in the sector and enables you to apply for Australian Library and Information Association membership as a library technician. Job prospects for Gallery, Library and Museum Technicians are average, and are expected to grow slightly up to 2014-15. Employment in this very small occupation (5600 in November 2009 to 6200 in May 2010) remained relatively steady in the past five years, and rose slightly in the long-term (ten years), but with very small occupations employment estimates can fluctuate.

Job titles may include the following:

- Bookshop Assistant
- Customer Service Officer
- Data Researcher
- Library Supply Agent
- Library Technicians in a wide range of information agencies including public, school, academic and specialist libraries.
- Records Coordinator

Management

Individuals wishing to move into team leader or managerial roles in small, medium and large organisations in all sectors of industry will benefit from skills and knowledge provided by a Management course. Managers require excellent communication and organisational skills, and particularly the ability to think strategically and provide leadership for teams and business units. Students can expect to apply skills such as managing finances and budgets, analysing and presenting research and team performance management to progress their careers in managerial roles.

Job titles may include the following:

- Assistant Manager
- General Office Manager
- Manager
- Team Leader

Marketing

Entry-level roles as marketing officers or marketing coordinators can kick-start careers in an industry that provides great opportunities to work in a variety of jobs. The main employers are fast-moving consumer goods (FMCG) services, not-for-profit, government and marketing agencies. Specialist areas for marketers include marketing communications, direct marketing, product branding and telemarketing. Marketing roles are in high demand and often attract talented students. Contracting opportunities are a good way of getting a foot in the door before deciding on a suitable industry. Contract roles for those with communications and public relations skills are particularly popular in the government sector. Job prospects for Advertising and Marketing Professionals are currently good. Employment for Advertising and Marketing Professionals to 2014-15 is expected to grow very strongly.

Job titles may include the following:

- Marketing Assistant
- Marketing Manager
- Marketing Officer
- Marketing Research Officer
- Sales Account Assistant
- Sales Agent
- Sales Representative

Medical Administration

The Medical Administration course equips students with the knowledge and skills to work effectively as medical administrators and medical secretaries. Job opportunities are available in public and private hospitals and private general and specialist practices. Many practices advertise vacancies directly through major online job seeking websites.

Job titles may include the following:

- Medical Administrator
- Medical Audio Typist
- Medical Receptionist
- Medical Records Clerk
- Medical Secretary
- Ward Clerk

Occupational Health and Safety

Good occupational health and safety (OH&S) practices are essential for preventing illness and injury in the workplace, and to ensure a safer working environment. Job prospects are very good for Occupational Health and Safety Professionals; working full-time, earnings are high.

Job titles may include the following:

- Human Resource (HR) Officer
- OH&S Officer
- OHS Manager
- Safety Officer
- Senior OHS Officer

Project Management

Students wishing to gain formal project management qualifications at Swinburne will have demonstrated previous industry experience in an appropriate area of responsibility. Salaries for project managers will vary across industries but are generally at the executive level, reflecting several years of experience in a particular sector or area of responsibility.

Job titles may include the following:

- Delivery Manager
- Project Manager
- Project Change Coordinator
- Strategic Planning
- Team Leader

Public Relations

Essential skills required to succeed in a public relations career include initiative, a practical attitude and attention to detail. Public relations agencies and firms are often located in major capital cities and may be generalist full-service consultancies or specialise in a particular area of public relations practice, such as community events. The government also provides many opportunities in public relations across local, state and federal departments.

Job titles may include the following:

- Communications Assistants
- Public Relations Officer
- Local Government Administrative and Information Officer
- Information Officer in not-for-profit organisations
- Publicity Officer
- Website Officer
- Administrative or Personal Assistant with PR functions

Real Estate

Employment prospects in this very large field are average. However employment for Real Estate Sales Agents to 2014-15 is expected to grow strongly. People working in real estate need to exercise dedication and care and have a keen eye for detail. In addition, confidence, commitment to the industry and clients, and strong communication and negotiation skills are essential.

Job titles may include the following:

- Property Manager
- Real Estate Agent
- Sales Agent
- Sales Representative

Retail Management

Retail Trade employs approximately 1,211,000 persons, full time and part time, which is around 10.8 per cent of the total workforce. Over the past five years, employment in the industry has increased at a rate of 0.4 per cent per annum. The Retail Management courses provide students with the skills necessary to operate as a manager. With appropriate experience, career paths open to individuals include Management and executive positions in retail organisations, including suppliers and franchise operations.

Job titles may include the following:

- Department Store Manager
- Franchisee
- Merchandise Manager
- Product Manager
- Retail Store Manager
- Retail Team Leader
- Wholesale and Retail Buyer

Small Business Management

Operating across a range of industries, including manufacturing, business services, retail, transport and many others, small businesses are everywhere. Swinburne's Small Business Management course is designed to assist students to become a small business leader. Careers in small business have been increasing steadily in recent times. In 2000-02 the Australian Bureau of Statistics estimated that there were

1,233,200 private sector small businesses in Australia, representing 97% of private sector businesses and employing almost 3.6 million people. It is estimated that in June 2006 there were 1,646,344 small business operators. The course is also useful for anyone wishing to learn entrepreneurial skills, such as bank managers, senior employees and insurance agents.

Further Study and Pathways

For a full list of credit pathways and requirements, see the Swinburne website:

www.future.swinburne.edu.au/pathways

For entry and admission requirements: www.swinburne.edu.au/courses

References and Relevant Websites

- Australian Library and Information Association www.alia.org.au
- Financial Services Institute of Australia www.finsia.com
- Skills Info website www.skillsinfo.gov.au
- Australian Bureau of Statistics www.abs.gov.au
- AusTrade www.austrade.com/Financial-services/default.aspx
- Job Outlook www.joboutlook.gov.au
- My Future www.myfuture.edu.au
- The Institute of Certified Bookkeepers www.icb.org.au

What help does Swinburne Careers and Employment offer?

Career Services

- Career Counselling for Students
- Plan Skills Development
- Career Seminars/Workshops for Students
- Resume and Cover Letter Checks daily at Hawthorn 1:30pm-2:30pm, please refer to website for other campus days.
- Interview Practice daily at Hawthorn at 3:00pm sharp, please refer to website for other campus days.

Career Resources

- Career Resource Library
- Job Search Handouts
- Interactive Career Planning
- What Can I Do With My TAFE Qualifications/ Degree? (see website for resource)

SwinEmploy Employment Service

- All job advertisements for graduate placements, casual, vacation, part-time and full-time employment
- Links to employer websites
- Enables students to book online for events such as workshops, employer information sessions and interviews
- Access to Going Global (over 10,000 job vacancies listed across Europe, Asia-Pacific, UK and US. Global key employer directories, work permits & visa regulations, country-specific cultural & interviewing advice & more).

Download Careers and Employment job search handouts from SwinEmploy, including:

- Addressing Selection Criteria
- Assessment Centres
- Cover Letters or Letters of Application
- Curriculum Vitae or Resume
- Employer Expectations of Graduates
- Interviews - How to Plan, Prepare and Perform
- Informational Interviewing
- Job Hunting
- Networking: What Is It and How Do You Do It?
- Online Applications
- Psychometric Tests
- Skills and Attributes
- Thinking About Changing Your Course?
- Tips for facing the work environment and your first professional job

Careers & Employment

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