

Bachelor of **Digital Business**

STUDY GUIDE



A message from our **Vice Chancellor**



I am excited to introduce you to the Bachelor of Digital Business, the flagship degree from UniSA and Accenture's joint venture, the Innovation Academy in Digital Business.

We began the Innovation Academy to help transform the way Australia delivers business education and address the known and emerging digital skills gaps.

This degree has been designed and custom built using Accenture material and case studies. It combines the best of Accenture's global practice and expertise with UniSA's proven leadership in transformative, industry-informed business education and research.

What does this mean for you? Well, when you enrol in the Bachelor of Digital Business you'll not only be studying with the best, you'll be learning from the best.

The Accenture team will be teaching the degree with us, so you'll have the unique opportunity to gain skills and insight from experts within one of the world's largest professional services firms.

Our partnership also gives you access to Accenture's global business network, opportunities for paid internships in your final year, and the opportunity to interview for their outstanding graduate experience.

There is no better start to a career in digital business.

Change your future and learn with one of the world's largest professional services companies and one of Australia's largest online education providers.¹

We're here to support your success every step of the way.

Professor David G. Lloyd
Vice Chancellor and President

¹2019 Department of Education and Skills.



"We are thrilled to be working with UniSA and believe the Innovation Academy will transform how we think about digital business education, locally and globally. The Academy will give students real-world applicability to their studies as well as contributing to the upskilling of Australia, by developing talent that is equipped for the technology-driven future."

Jordan Griffiths
Accenture Managing Director,
Private Equity Growth Markets

Bachelor of Digital Business

XBDB unisaonline.edu.au/digital-business

DEGREE INFO

- 100% online
- 3 years full-time
- January, April, June, September
- Part-time study available
- 10-15 hours per week per course

Digital technology is rapidly transforming business, so we've transformed the way we deliver digital business education.

Accenture's top digital minds and UniSA's expert academics teach together to give you the best of both worlds: an industry-led academic degree.

You'll learn how to evaluate key business challenges and opportunities, develop innovative digital solutions, and adapt to the rapid rate of tech advancement. Work-integrated learning also means you'll be able to apply your new skills from day one.

A paid internship in your final year will cement your industry relationships and you'll also be invited to apply for Accenture's exceptional graduate program.

No matter how fast technology changes, UniSA Digital Business graduates will be well ahead with a degree designed for the future.

DEGREE STRUCTURE

FIRST YEAR

Marketing Principles: Trading and Exchange
Information Technology Fundamentals
Accounting for Business
Introduction to Digital Disruption in Business
Principles of Economics Management and Organisation
Exploring Digital Technology in Business
Elective

SECOND YEAR

Entrepreneurship for Social and Market Impact
Cloud Platforms
Management Accounting
Digital Solution Methodologies
Organisational Behaviour
Project Management: Principles and Strategies
Designing Digital Solutions
Elective

THIRD YEAR

Managing Decision Making
Digital Business Value
Security Foundations
Digital Business Solutions
International Business Environments
Strategic Management
OPTION 1:
Solving Business Challenges AND
Virtual Industry Internship OR
Business Practicum
OPTION 2:
1 x Elective AND
Solving Business Challenges OR
Virtual Industry Internship OR
Business Practicum
OPTION 3:
Business Internship 30 Days



ACCENTURE'S GRADUATE EXPERIENCE

Every UniSA Bachelor of Digital Business graduate will have the opportunity to interview for Accenture's highly sought-after graduate experience. Accenture graduates are given the opportunity to learn, grow and develop in a supportive and welcoming environment. There's real work with real clients from the first day, and you'll be helping companies embrace change and improve how we live and work.

UniSA Digital Business graduates can interview for Accenture's graduate experience or apply for open roles in Accenture's various locations.

With offices in 200 cities across 50 countries, you'll discover cultures and perspectives different from yours and learn to push the bar of innovation.

The opportunities with Accenture are endless.



Where can the Bachelor of Digital Business take you?

Digital business will be the future of work as we become more dependent on technology and reliant on global supply chains.

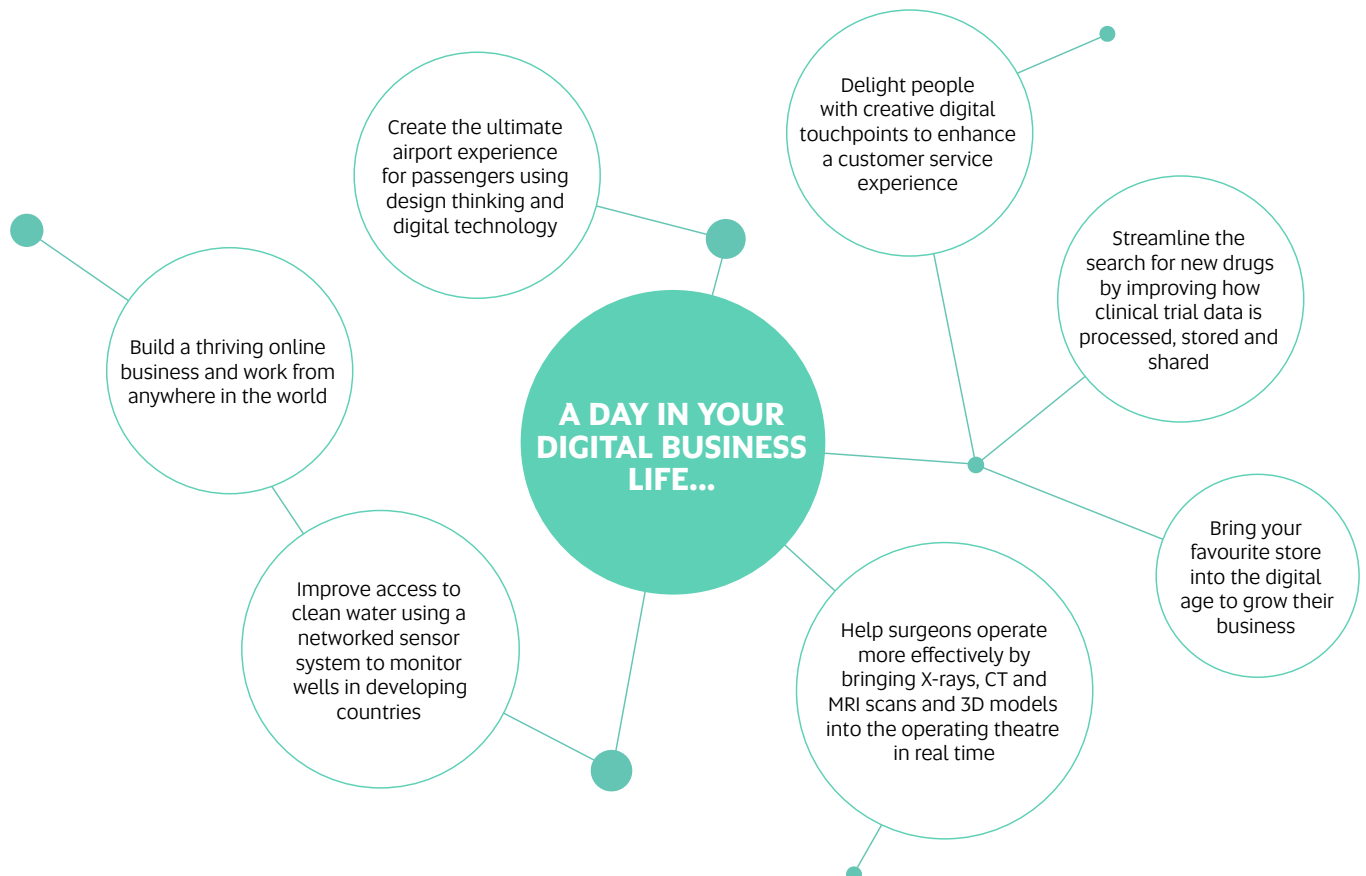
The Australian tech sector is on track to reach 1.2 million workers by 2030, with jobs in the sector among the highest paid and most flexible.²

Whether you're passionate about improving healthcare processes, creating interactive customer experiences, or preparing a global business to take on emerging technologies, digital business skills are versatile, future-proof, and in high demand.

The Bachelor of Digital Business will give you skills that you can apply on the job from day one in any industry. Wherever you want to work, there'll be a place for you.

CAREERS IN DIGITAL BUSINESS

Business technologist	Client account manager
Systems or process analyst	Business analyst
Digital transformation lead	Digital innovator
Business development manager	Business change consultant
	Entrepreneur



²Tech Council of Australia, Tech Jobs Update, May 2023.

Learn from the experts

Designed and delivered in partnership with industry

UniSA's Digital Business qualifications have been developed in a unique collaboration between Accenture and UniSA. It's this commitment to delivering industry-led degrees that makes UniSA Australia's University of Enterprise, and gives our graduates the edge in the market.

Accenture is a global professional services company with more than 700,000 employees across 50 countries helping to solve problems for business. They offer strategy, consulting, interactive, technology and operations services to some of the world's biggest brands and organisations, delivering on the promise of technology and ingenuity.

Accenture's team will be your teachers, alongside UniSA experts, and will share the latest developments from their research and innovation labs as well as step you through digital solutions to everyday problems.

They'll become part of your professional network through the UniSA Online community where you can connect, share, debate and collaborate through online chat, video conferencing, and other online communication tools.



UniSA is the #1 young university in Australia for industry collaborations

2023 THE Young University Rankings - Industry Income Indicator.



Accenture is ranked as one of Australia and New Zealand's most innovative companies

2022 AFR BOSS Most Innovative Companies Australia and New Zealand.

I spent the first two months working on proposals for a global automotive brand focused on reshaping the customer experience. I then quickly got the opportunity to jump onto my first project with one of Australia's major banks.... One of the biggest surprises about joining Accenture has been how personal and welcoming it feels, despite being such a large global business.



TJ SINGH, ACCENTURE GRADUATE
NOW ANALYST, STRATEGY AND CONSULTING, ACCENTURE

One of the things I've grown the most from in my time at Accenture is the exposure to C-suite clients very early in my career. I think the interaction and engagement with senior executives is something that a job in industry doesn't give you easily, but the learning potential is phenomenal.



CHRISTINA CHIN, ACCENTURE GRADUATE, NOW ASSOCIATE MANAGER, STRATEGY AND CONSULTING, ACCENTURE

How we help you succeed

Clear career pathways and advice

REAL-WORLD EXPERIENCE AND VALUABLE CONNECTIONS

Work-integrated learning within the Bachelor of Digital Business means that you'll be able to apply your skills from day one. Internship options in the third year will also cement your industry relationships and give you the skills and confidence to forge ahead in your career.



Workers with intermediate digital skills (including the understanding of cloud concepts) earn 40% more than individuals with basic digital skills, like email and word processing.

It jumps to 65% more in earnings when individuals have advanced digital skills.³

YOUR CAREER BEGINS AS SOON AS YOU ENROL

You'll be learning from, and networking with, industry leaders straight away. They'll share trends and opportunities well before the textbooks catch up and you'll be able to use your new skills from day one.

A PERSONAL JOB SEARCH PLAN + SUPPORT BEYOND GRADUATION

Our career advisers can help develop your career with a tailored job search plan. UniSA genuinely cares about seeing you succeed. Our commitment to your career doesn't end once you finish your degree – you'll have access to career advice and support for up to 12 months after you graduate.

EMPLOYMENT OPPORTUNITIES IN AUSTRALIA AND AROUND THE WORLD

UniSA Career Services promotes a range of employment opportunities via our online job board, UniSA CareerHub. You'll find casual, part-time or full-time employment, graduate and vacation opportunities, internships, as well as a range of Australian and international volunteering opportunities.

Among the 48% of workers who completed digital skills training in the past year, 98% say their career has experienced at least one positive benefit as a result.

This includes 48% who say it made them more efficient in their work, 40% who believe it improved their opportunities for promotion and 38% who received an increase in salary.³



UniSA is #1 in Australia
for graduate
employability

QILT Employer Satisfaction Survey,
2020-22 – Employability Skills
Indicator. Public universities.

³2022 AWS Global Digital Skills Study, The economic benefits of a tech savvy workforce.

How we help you succeed

Flexible learning with 24/7 support



100% online learning, including assessments



Online student **support services** seven days a week



24/7 access to learning resources



Fit life **around study**



All content **available before your term starts**



Plan your study schedule ahead of time

It is doable. You can study at your pace and if you have a very busy period at work, you can study one course at a time without compromising your grades or progression.

SIMONE PANETTA, UniSA ONLINE STUDENT AND HEAD OF OPERATIONS FOR A NATIONAL GELATO COMPANY



100% ONLINE LEARNING

Everything from your course content to weekly activities and assessments is 100% online. You'll communicate with academic staff and students via live messages, online discussion forums and email. You'll never need to set foot on campus, which is perfect if you want to continue working while you study.

LIFE + WORK + STUDY = YOUR MIX, YOUR WAY

Most UniSA Online students are already working and have busy lives, so we know how important it is to strike the right balance. We offer full-time and part-time study and you can switch between the two or even take a break if you need to. Your course content will be available before the term starts, which means you can access your learning materials, weekly activities and assessments ahead of time to organise your study schedule and factor in family, work or life commitments.

WE WORK WHEN YOU DO – ACADEMICS, IT, AND ADMIN SUPPORT

Our highly experienced academic team are online seven days a week. They are here to help with your course materials and assessments, provide feedback on your work, and answer any other course-specific queries. You can contact your academics via email or live messages in our online learning environment, and have real-time, face-to-face chats online.

Our IT Help Desk is available 24/7 to help with computer set up, student email, software requirements and other UniSA apps.

You'll be able to get support no matter when you need it.

ONLINE DOESN'T MEAN ALONE

You'll be surprised how many people you'll meet and chat with in our online environment. Connecting with academics, advisers and peers is an important part of any university experience, and at UniSA Online you'll easily be able to create your own community.

Get your career started

Undergraduate admission criteria

Applicants are required to meet one of the following criteria with a competitive result:

HIGHER EDUCATION STUDY

- Successfully completed equivalent to a minimum of half a year of full-time study of a higher education program at a recognised higher education provider.

VOCATIONAL EDUCATION TRAINING (VET)

- Completed an award from a recognised training organisation at Certificate IV or above.

WORK AND LIFE EXPERIENCE

- Passed a UniSA Online literacy and numeracy test and have relevant work experience; or
- Completed a UniSA Foundation Studies program or equivalent; or
- Qualified for Special Entry.

RECENT SECONDARY EDUCATION

- Completed a secondary education qualification equivalent to SACE, such as an interstate year 12 or international qualification.

ONLINE LITERACY AND NUMERACY TEST

In order to sit the test, you'll need to complete a UniSA Online application and provide evidence of relevant work experience.

RESIDENCY REQUIREMENTS

Even though this degree is taught online, you must meet the following residency requirements:

- If you are an Australian citizen, you must be a resident in Australia for at least some of your degree to be eligible for admission; or
- If you are a Permanent Resident, permanent Humanitarian visa holder, or New Zealand citizen, you must be a resident in Australia for all of your degree to be eligible for admission.

FEES AND FINANCE

UniSA Online undergraduate courses are Commonwealth supported for eligible students. Commonwealth supported students are charged a portion of the cost of their higher education through a student contribution. You may be eligible to defer payment of your student contribution via Commonwealth Government's HECS-HELP loan schemes.

UniSA Online postgraduate students are considered domestic fee-paying students. Postgraduate students may be eligible for a FEE-HELP loan to help pay their tuition fees.

unisaonline.edu.au/fees



Apply today

Just follow these simple steps

1

CHECK YOUR ELIGIBILITY

Take our eligibility check and answer a few short questions to see if you're eligible.

You'll be given an option to continue your application, save it for later or request a call back from a Degree Adviser if you have any questions.



2

GATHER YOUR RELEVANT DOCUMENTS

If you're eligible, you'll receive an email outlining the entry requirements and the relevant documentation you need in order to be considered.



3

COMPLETE YOUR APPLICATION AND SEND THROUGH YOUR DOCUMENTS

To complete your application, you'll be asked to provide your personal details, education history, work history, and study details. You'll also need to upload your relevant documents to verify your previous study or work experience.



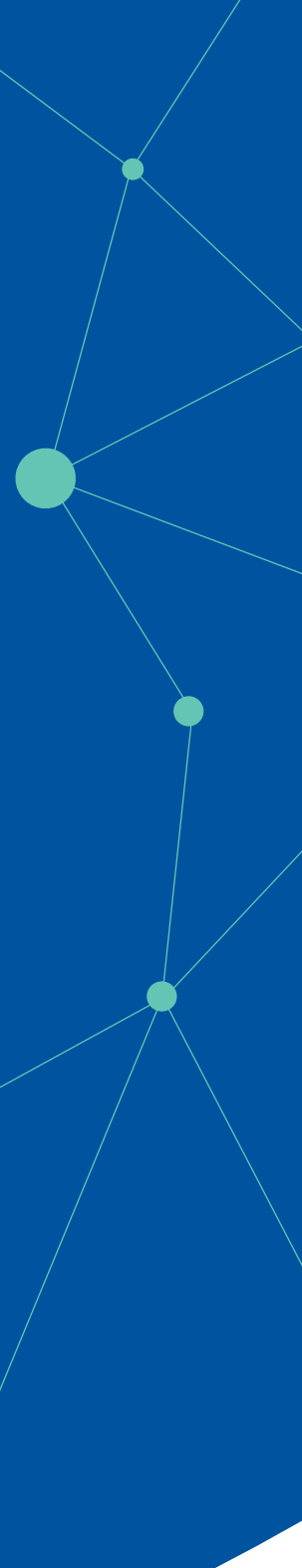
Apply directly at

unisaonline.edu.au

or call us on 1800 531 962.

KEY DATES

Application closing dates for each term can be found at unisaonline.edu.au/key-dates



FIND OUT MORE about our online degrees:



Visit our website
unisaonline.edu.au



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1800 531 962



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youtube.com/UnisouthAustralia



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twitter.com/universitysa