

Bachelor of **Digital Business**



STUDY GUIDE

unisaonline.edu.au



University of
South Australia

Online

Australia's University of Enterprise

Why choose us?

UNISA ONLINE



**#1 young university
in Australia** for
industry collaborations

2022 THE Young
University Rankings -
Industry Income Indicator.



**Overall 5 star plus
rating** for excellence

2022 QS star rankings.



Top 20 worldwide
for quality education

2021 THE Young University
Rankings.



Top 2 in Australia
for graduate
employability

2021 QILT Employer Satisfaction
Survey - Graduate Employability
Skills Indicator.
Public universities.



**Top 10 Young
University** in Australia

2021 THE Young
University Rankings.



**Ranked in the
world's top 50**
under 50

Ranked #29, 2021 QS Top 50
Universities Aged Under 50,
Ranked #46, 2022 THE Young
University Rankings.

ACCENTURE



**Ranked as one of
Australia and New
Zealand's most
innovative companies**

2022 AFR BOSS Most
Innovative Companies Australia
and New Zealand.



**Led by Australia's
most powerful
consultant**

AFR Australia's most powerful
consultants in 2022.



Top 2 Best places to
work for professional
services in Australia and
New Zealand

2022 AFR Boss Best
Place to work Australia
& New Zealand.



**Employs 721,000
people** across
50 countries



Global leader in
digital, cloud
and security



**World's largest
network** of advanced
technology and
intelligent operations
centers

A message from our **Vice Chancellor**



I am excited to introduce you to the Bachelor of Digital Business, one of the first offerings 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 Operations Lead Australia
& New Zealand



The average worker will need to **gain seven new digital skills to keep pace** and the number of newly skilled and reskilled technology workers will need to increase 79 per cent by 2025.²


²Natasha Body, Australia needs 6.5m digital workers in the next four years, Australian Financial Review, 18 February 2021


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Bachelor of Digital Business

 100% online

 Full time (3 years, 2 courses per term), part-time, or any study combination

 January, April, June, September start dates 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.

UniSA has co-designed its Bachelor of Digital Business degree with Accenture, a \$60 billion³ global professional services company with leading capabilities in digital, cloud and security.

Accenture leaders teach the Bachelor of Digital Business degree alongside UniSA's expert academics to give you the best of both worlds. You'll have access to the latest digital business developments, paid internship opportunities, an interview for Accenture's world-class graduate experience, industry networks and hold a degree from one of Australia's top universities.

UniSA is Top 2 in Australia for graduate employability and digital business graduates will be able take advantage of the premium price industry has to offer skilled digital workers. Australians who have specific digital skills earn around \$20,000 more than those who only have baseline digital skills like word processing, spreadsheet and presentation software.⁴

UniSA's Bachelor of Digital Business will give you:

- the fundamental skills and strategic business knowledge to help any business overcome challenges and thrive
- insight into transformative digital technology and trends that are shaping the future
- the confidence, experience and skills to solve problems, innovate, and lead organisational change with a digital mindset
- a seat at the digital table – you'll be able take your place as a leader in digital business.

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



Two thirds of employers say it's highly likely that at least one of 10 emerging technologies (including the Metaverse, blockchain and artificial intelligence) will become part of their operations.

More than half believe that multiple technologies will be standard in their business.⁵

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. It's the ultimate flexibility in learning, and if you're already working in business you'll be able to choose what to explore and put it into practice straight away.

Work integrated learning within the Bachelor of Digital Business degree 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.

Check your eligibility online



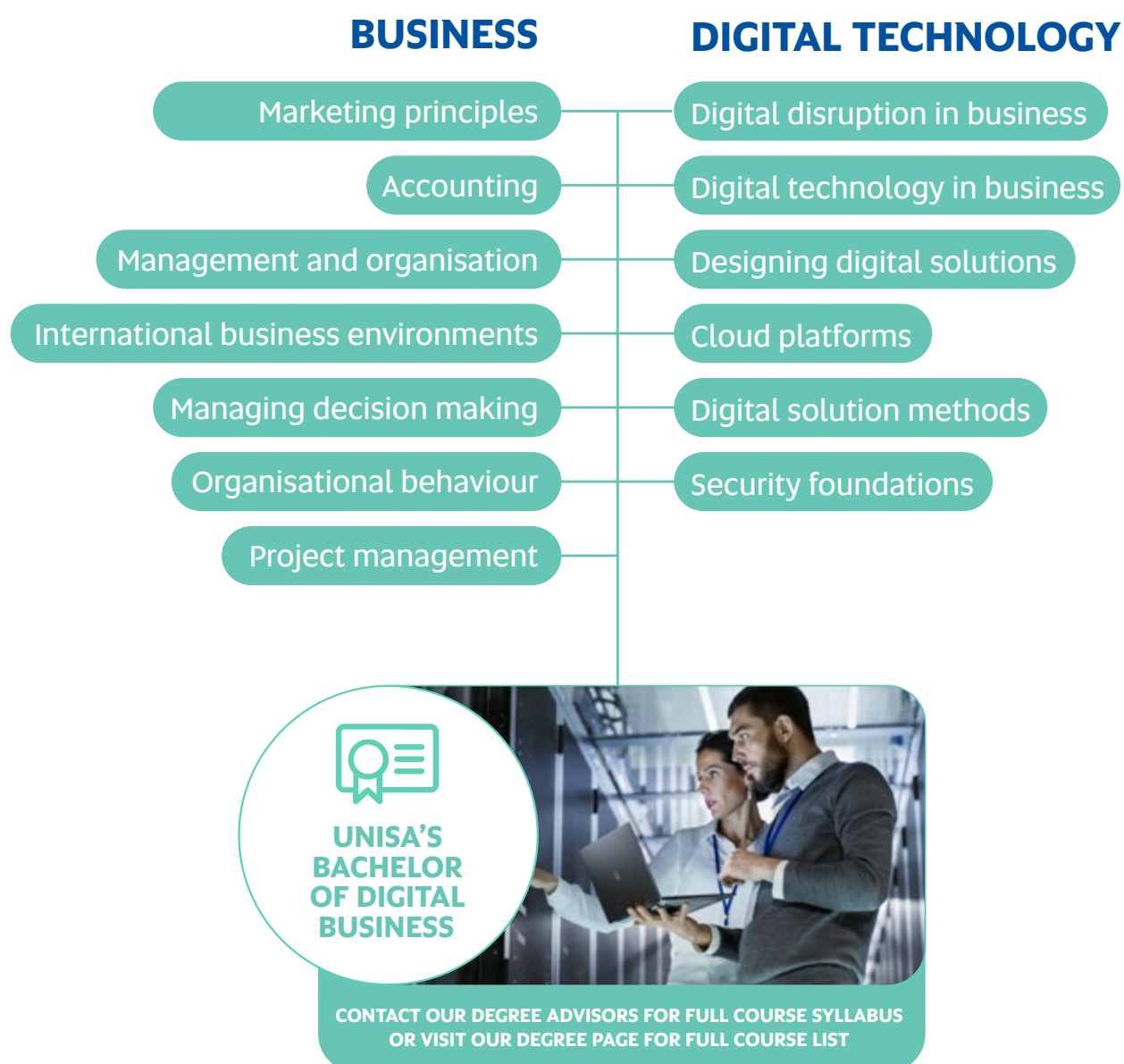
Receive credit for prior study

³ 2022 revenue, www.accenture.com

⁴ National Skills Commission, *The State of Australia's Skills 2021*

⁵ 2022 AWS Global Digital Skills Study | *The economic benefits of a tech savvy workforce*

“We need people who can speak both languages. We have business specialists and tech specialists, but we’re desperate for people who understand and excel in both worlds. That’s exactly what UniSA’s Bachelor of Digital Business is giving us.”



Where can 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.

Over the next four years, it's estimated that Australia will need an additional 6.5 million digital workers to keep up with our growing reliance on digital technologies.⁶

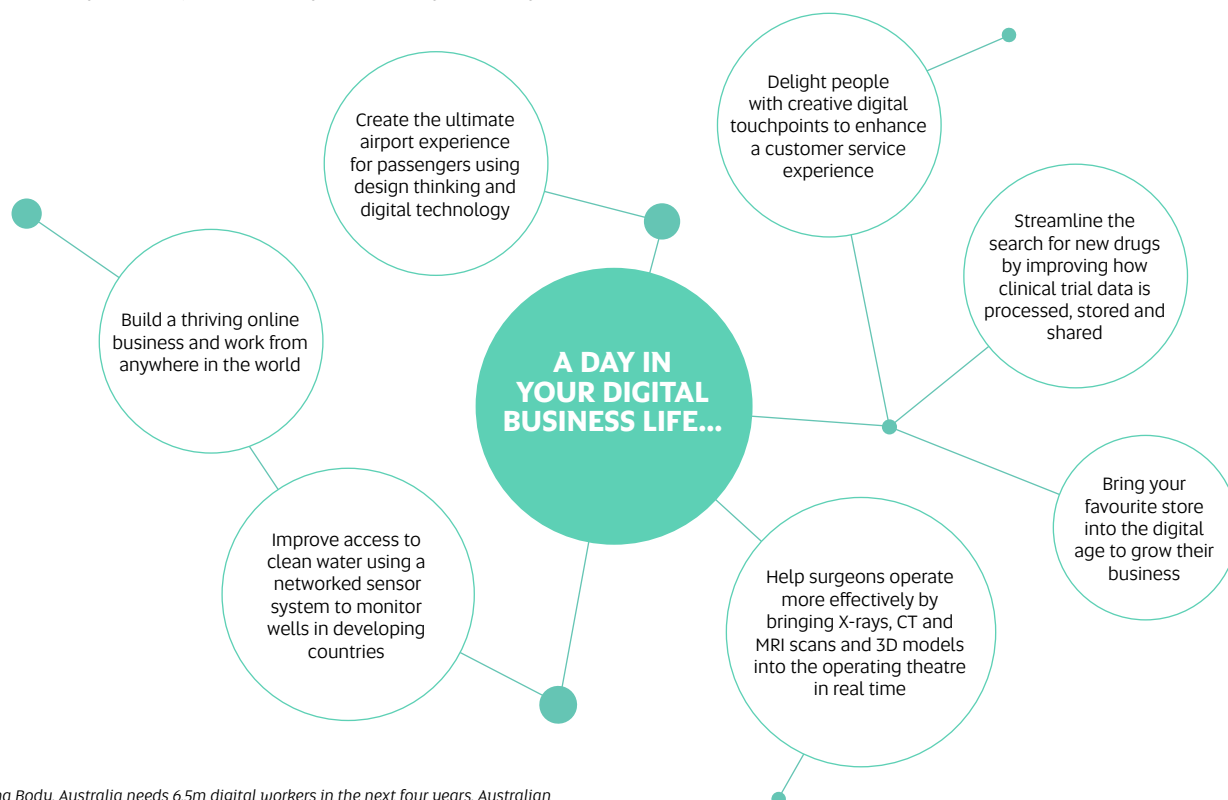
The COVID-19 pandemic has accelerated tech uptake, with 33% of employers reporting that they had brought in automation or new technology. This trend is set to continue. The tech shift was highest in the arts and recreation services (56%), health care and social assistance (51%), education and training (50%), professional, scientific and technical services (46%) and financial and insurance services (44%) industries.⁷

Wherever you want to work there'll be a place for you.

The Bachelor of Digital Business will give you skills that you can apply on the job from day one in any industry.

CAREERS IN DIGITAL BUSINESS

Project manager	Digital transformation lead
Digital experience manager	Entrepreneur
Management consultant	Digital innovator
Business manager	Business change consultant
Operational manager	Business process analyst
Business analyst	Client account manager
Business development manager	



⁶Natasha Body, Australia needs 6.5m digital workers in the next four years, Australian Financial Review, 18 February 2021.

⁷National Skills Commission, The State of Australia's Skills 2021

How we help you succeed

Involve industry partners and leaders

UniSA degrees are designed with and for industry – it's what makes UniSA Australia's University of Enterprise and gives our graduates the edge in the market.

In the Bachelor of Digital Business, we've taken that one step further and partnered with Accenture to help us design AND deliver the degree.

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 top **10** in **Australia** for graduate employability

QUALIFIER REQUIRED

ACCENTURE'S GRADUATE EXPERIENCE

Every UniSA 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.

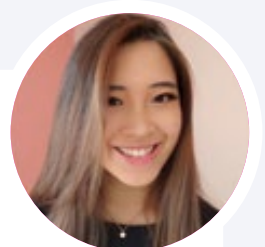
I spent the first two months working on proposals for a global automotive brand focused on reshaping the customer experience.



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

Meet some of your digital business experts



Dr Sarah Chua

UniSA Business Program
Director and Lecturer



Debbie Lin

Tech Innovation Strategy
Manager, Accenture
Automation practitioner



Disha Jain

Advanced App Engineering
Senior Manager, Accenture
Automation practitioner



Anuradha A. Bhowmick

Technology Consulting
Senior Manager, Accenture
Cloud Practitioner



Dr Hao Zhou

UniSA Lecturer of Finance
AI practitioner



Mark Sayer

Managing Director,
Accenture Cyber Resilience
Cybersecurity practitioner



Amit Bansal

Analytics Director,
Accenture
Data practitioner



Alexander T Lowden

Data Science Manager,
Accenture
Data subject matter expert



Janini Ramasundar

Digital Strategy Senior
Manager, Accenture
Intelligent enterprise
subject matter expert



Lia Donaldson

Management Consulting
Senior Manager, Accenture
IoT practitioner



Jona Tseng

Application Development
Analyst, Accenture
5G practitioner



David Gift

Data Architecture
Senior Manager
AI subject matter expert

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

100% ONLINE LEARNING

...or a mix of online and on campus, it's totally up to you.

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 of 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.

STUDY ON YOUR TERMS



Full-time students study two courses each term, which is a commitment of about 20-30 hours a week over 10 weeks. There are four terms each year, and ultimate flexibility to change your study load to suit your other 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, 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 and student applications.



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

How we help you succeed

Create the ideal classroom and community

Our learning environment has been designed specifically for online learners.

UniSA was one of the first institutions to offer off-campus learning way back in 1991 and launched their online learning platform in 2009. Thousands of academics and students have helped perfect our online classroom and you'll definitely see the difference.

You'll learn with us through media-rich course material, short engaging videos, and interactive activities such as quizzes, forum posts and online face-to-face discussions.

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.

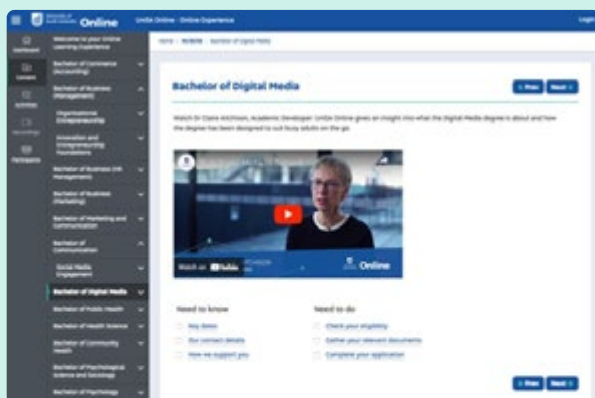
The support from the Online Tutors and Program Facilitators has been incredible. They have gone out of their way to be accessible and their response times are very quick. The learning environment is very easy to navigate with each subject maintaining a consistent format. I can fit my study in around the other areas of my life without impacting on my family time.

100% ONLINE STUDENT KELLY FOX



WORRIED ABOUT WHAT IT'S LIKE TO LEARN ONLINE? TRY BEFORE YOU APPLY

Immerse yourself in our learning environment and get a taste of what UniSA online learning is all about. We've created a Moodle environment with content from a range of different degrees, including the Digital Business degree, so you can explore the platform and experience the UniSA difference. Click here to dive into our demo online learning environment.



How we help you succeed

Clear career pathways and advice

ACCESS TO ACCENTURE'S HIGHLY SOUGHT-AFTER GRADUATE EXPERIENCE

Every UniSA Digital Business graduate will be invited to interview for Accenture's graduate recruitment experience. Accenture employs more than 5,000 people in Australia, with offices in Sydney, Melbourne, Brisbane, Canberra, Adelaide and Perth as well as people working at client sites across Australia. Learn more about Accenture's graduate experience.



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.⁸

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

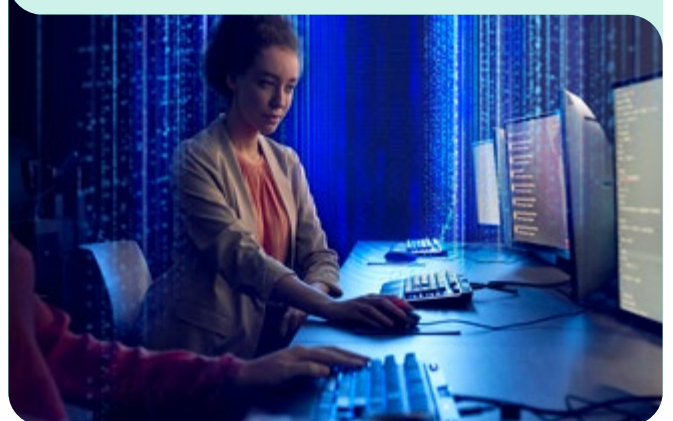
Our career advisers can help develop your career and a tailored job search plan. UniSA genuinely cares about seeing you succeed. Our commitment to your career doesn't end once you finish your degree – you'll have access to career advice and support for up to 12 months after you graduate.

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.⁹



^{8,9} 2022 AWS Global Digital Skills Study | The economic benefits of a tech savvy workforce

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 Foundations 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



Call direct on
1800 531 962



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youtube.com/UniSouthAustralia



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facebook.com/UniSA



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instagram.com/



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twitter.com/universitysa