

Clarifying the Needs of Business

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Survey of Employers, Alumni and Academics

Study Findings

- Development of personal and professional attributes to add value beyond specific technical and academic knowledge
- Graduates need flexibility, adaptability and willingness to respond to change
- Importance of communication skills, teamwork, and motivation.
- Value of Learning in the Workplace

Personal Attributes

	Business (mean score)¹
Motivation and enthusiasm	1 (4.54)
Initiative	2 (4.30)
Ability to accept responsibility	3 (4.19)
Develops trust and confidence with others	4 (4.03)
Personal presentation	5 (3.81)
Interpersonal awareness	6 (3.76)
Self awareness and reflection	7 (3.63)
Maturity	8 (3.55)
Social awareness and sensitivity	9 (3.51)
Leadership qualities	10 (3.50)
Cultural awareness and sensitivity	11 (3.44)
Creativity	12 (3.36)

Professional Skills

	Business (mean score)
Capacity to work in teams	1 (4.21)
Oral communication skills	2 (4.19)
Client/Customer focus	3 (4.17)
Written communication skills	4 (4)
Flexibility and adaptability	5 (3.99)
Problem solving skills	6 (3.95)
Capacity to work independently	7 (3.81)
Logical and orderly thinking	8 (3.73)
Decision making capabilities	9 (3.7)
Locate and evaluate information effectively	10 (3.65)
Capacity to handle pressure	11 (3.61)
Quick comprehension of task/position requirements	12 (3.55)
Understanding of business practices	13 (3.46)
Data analysis skills	14 (3.39)
Report writing skills	15 (3.3)
Position specific technical knowledge	16 (2.92)
Using mathematical ideas and techniques	17 (2.85)

Academic Knowledge

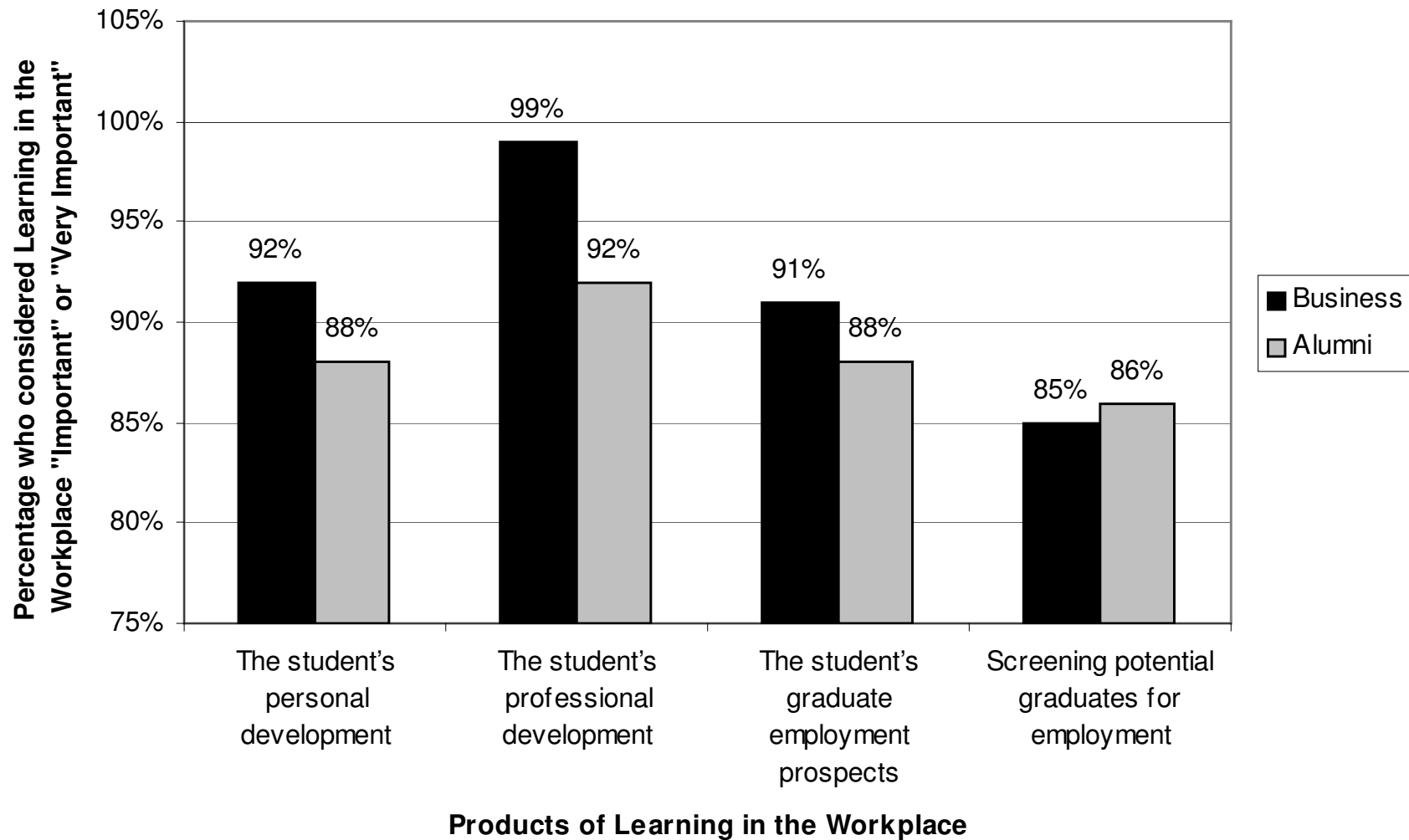
	Business (mean score)
Computer Literacy	1 (4.15)
Ethics of business	2 (3.86)
Business communications	3 (3.61)
Organisational behaviour	4 (3.54)
Project management skills	5 (3.54)
Information literacy and analysis skills	6 (3.53)
Financial literacy	7 (3.51)
Strategic planning and implementation skills	8 (3.36)
Innovation and entrepreneurial skills	9 (3.21)
Accounting principles	10 (3.17)
Marketing principles	11 (3.11)
Business and commercial law	12 (3.05)
Economic principles	13 (2.97)
International business environment	14 (2.79)
Statistical methods	15 (2.72)
Mathematical methods	16 (2.64)

Core Business Studies

‘All VU Business Graduates are required to complete 8 core subjects to be awarded their degree. Please indicate the importance to you of each of the core units in performing your current role.’

Core subjects	Alumni (mean score)
Information Systems	1 (3.7)
Management and Organisational Behaviour	2 (3.54)
Introduction to Marketing	3 (3.29)
Accounting for Decision Making	4 (3.19)
Business Law	5 (3.09)
Macro Economic Principles	6 (2.83)
Micro Economic Principles	7 (2.82)
Business Statistics	8 (2.69)

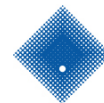
Learning in the Workplace: 25% Commitment



Bachelor of Business Review



**Student
Needs**



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Course Team Recommendations

Business Learning Experience Project

Year 1 Discovery – introduces student to business and academic environment

Year 2 Development – adopts a project and problem centred approach, supported by industry practitioners and mentoring

Year 3 Demonstration – supported challenges, projects, Business Incubator and Learning in the Workplace

Professional Development Strand

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Course Team Recommendations – Structure

Option A – Retain Existing Structure

8 Core + 8 Specialist + 8 Elective

Option B – Business Learning Experience Model

7 Core + 7 Specialist + 3 Professional Development + 7 Elective

Model A – Core of 7 Units

Model B – Inner Core of 4 + Outer Core of 3 from range

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Course Team Recommendations – Pedagogy

15 separate recommendations in 4 main strands

- Faculty commitment of resources
- Alignment of curriculum, assessment and teaching with desired professional practice objectives
- Increased and more unified approach to industry engagement
- Establishment of Faculty forums and teams focused on Business teaching and learning

CONTACT DETAILS

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