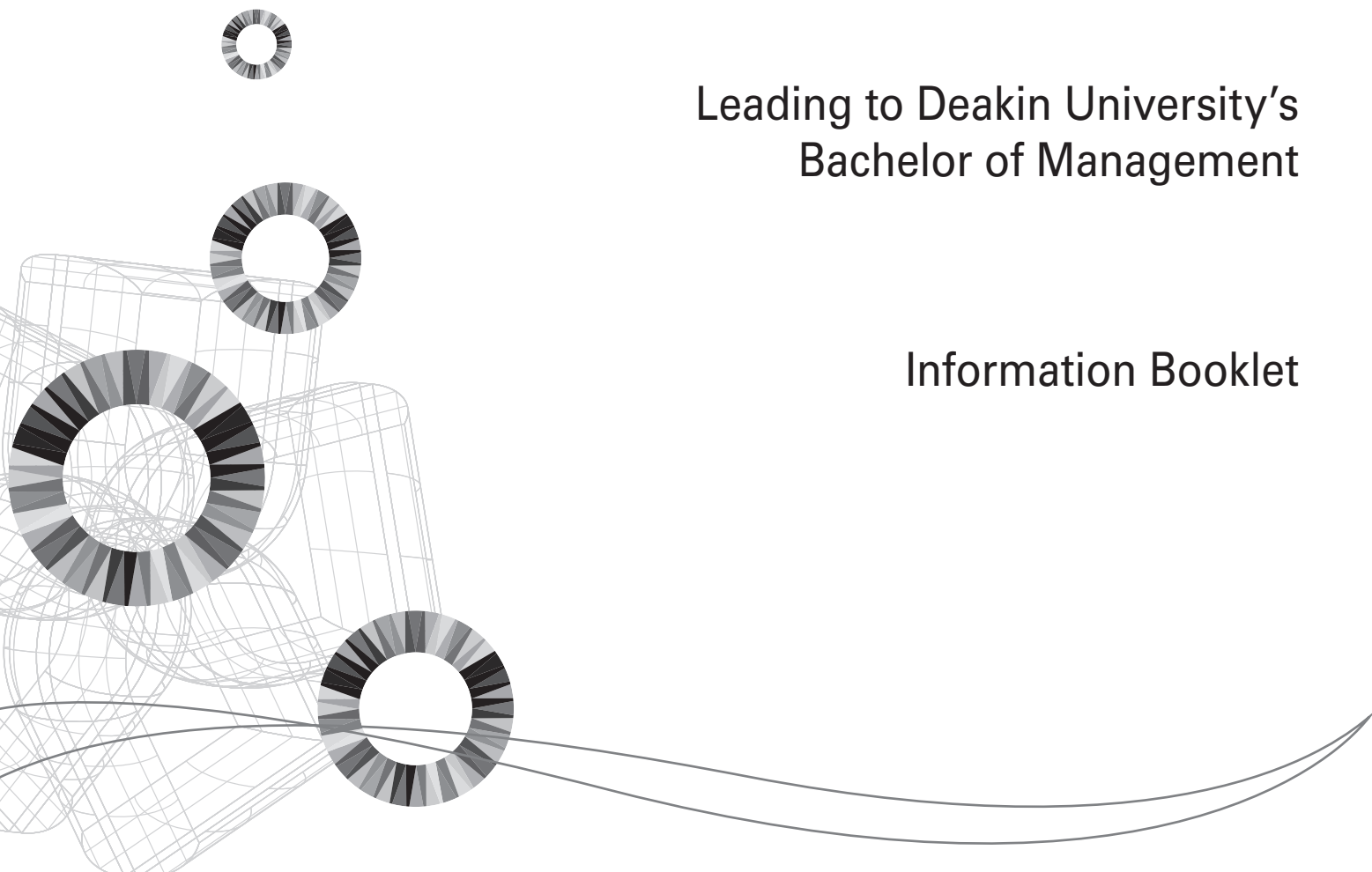


# Deakin's University Certificate of Management and Diploma of Management

Leading to Deakin University's  
Bachelor of Management

Information Booklet



**DEAKINPRIME**  
corporate education

## Information Booklet

Deakin's University Certificate of Management and Diploma of Management

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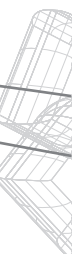
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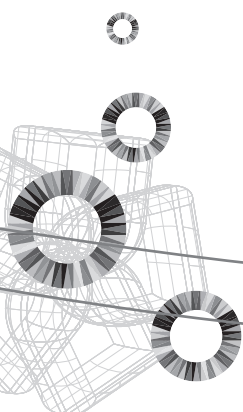
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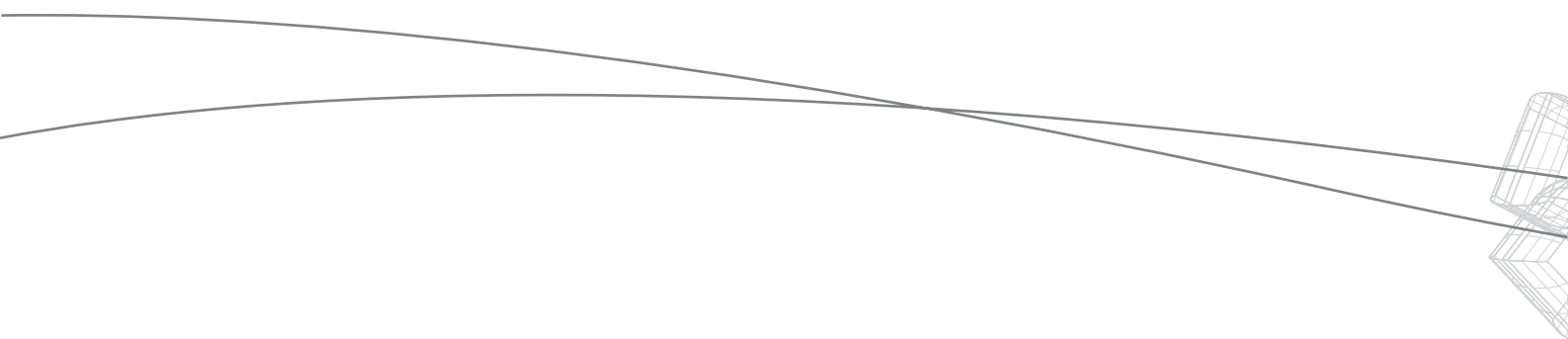
**DeakinPrime**  
**t** +61 3 9918 9000  
**f** +61 3 9918 9001  
[www.deakinprime.com](http://www.deakinprime.com)



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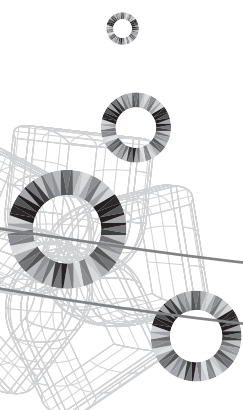
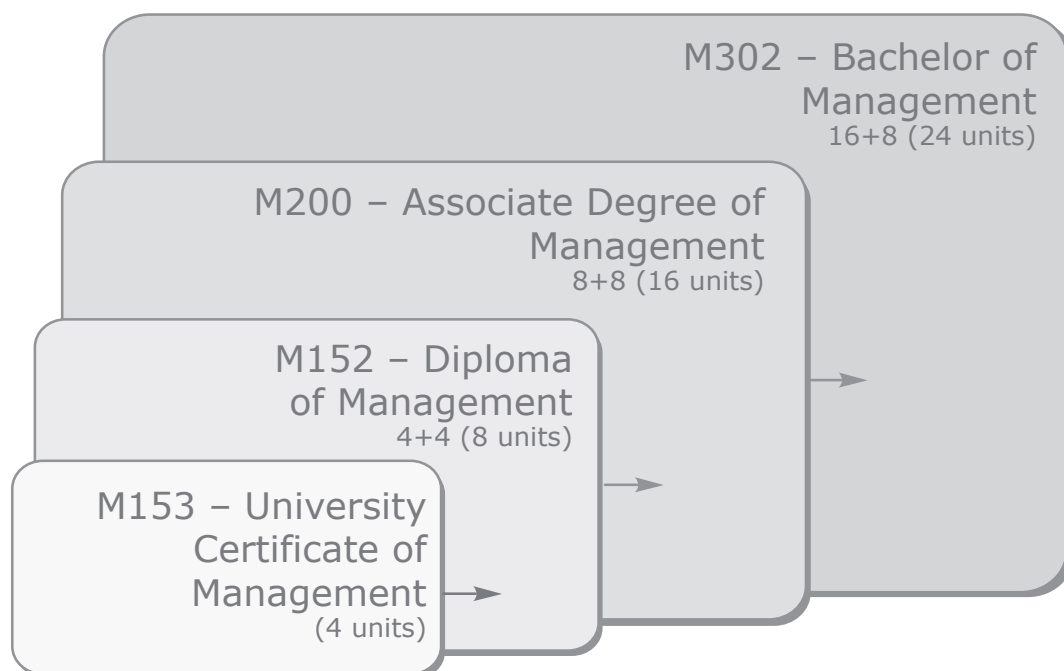
# Deakin Undergraduate awards leading to the Bachelor of Management

## Program overview

This booklet has been developed to assist prospective students from DeakinPrime's client organisations gain a greater understanding of Deakin University's undergraduate award programs offered to 'employer funded students'.

Deakin is very experienced in developing, managing and providing distance learning education for large numbers of students. We have developed many support features for our distance education to help make it easier to study, and to ensure you don't feel isolated. DeakinPrime is the corporate arm of Deakin University and has a specialist understanding of education and training for corporate clients, and the capability to meet such needs.

Deakin University's Bachelor of Management is a 24-unit program. The suite of award programs described in this booklet is promoted by DeakinPrime exclusively to its corporate clients. This pathway provides students the flexibility to exit their study program at various points with a Deakin University award, and later choose to recommence and continue study if desired. The encapsulated Deakin University awards are the University Certificate of Management, the Diploma of Management, the Associate Degree of Management and the Bachelor of Management. Students who obtain the Deakin University Bachelor of Management award may wish to choose to further their study at a postgraduate level.



## Course duration

Students must complete Deakin University's Bachelor of Management (24 units) within seven years if studying part time.

## Credit for Prior Learning (CPL)

CPL refers to the granting of credit towards a Deakin University award for relevant approved study, experience or work satisfactorily completed at the University or elsewhere. More information on CPL is available in a separate booklet: <http://www.deakinprime.com/dp07/forstudents/default.asp>

## Admission requirements

The target audience for Deakin University's Bachelor of Management are people aspiring to be managers, or those who have been a manager for less than 5 years and do not have a tertiary qualification. The admission requirements for each Deakin University award level are as follows:

<b>University Certificate of Management</b>	Relevant professional or industrial experience (demonstrated by resume) plus motivation and commitment to study (demonstrated by personal statement)
<b>Diploma of Management</b>	Completion of the University Certificate of Management
<b>Associate Degree of Management</b>	Completion of the Diploma of Management
<b>Bachelor of Management</b>	Completion of the Associate Degree of Management

Please note: Enrolment and study at the Associate Degree and Bachelor of Management levels are conducted directly through Deakin University (Faculty of Business and Law office). Students eligible to enrol in these levels will be contacted directly regarding enrolment procedure. The Faculty of Business and Law will assist students with course advice and planning to ensure requirements of the course and major study sequences are met.



# Program features

- **In-depth support for students undertaking study for the first time**

The University Certificate and Diploma of Management provide a “gentle” introduction to tertiary study for corporate students who are also working and need to balance study, work and personal commitments.

- **Credit for Prior Learning (CPL)**

Students can apply for CPL on the basis of previous formal studies at University, TAFE, or equivalent institutions.

- **Work integrated learning**

All units up to the Diploma level have been specifically designed to meet the workplace requirements of DeakinPrime’s corporate clients. Whilst completing them, students are continually requested to apply their learning to their own role within their workplace.

- **Case based approach**

Students’ work and study are integrated through a case-based approach and projects that deal with real business management issues, in the context of students’ work environments.

- **Variety of assessment methods**

Assessment may include presentations, assignments, projects and exams. They can be individual or group-based. There are generally three assessment tasks per unit.

- **Deakin Studies Online**

Deakin University makes extensive use of online technologies in the teaching and learning environment, with Deakin Studies Online (DSO) utilised as the University-wide learning management system. DSO delivers web-based course material and assessment tasks. It also facilitates communication and collaboration between staff and students through the Learners Guide, unit-based messaging, announcements, discussion groups and chat rooms. All students from the Associate Degree level and above are given access to and are required to use DSO and must have access to a computer with internet connection.

- **Extensive on and off campus library facilities**

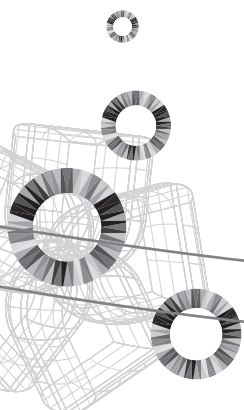
- **Content of subjects updated regularly**

Deakin revises all units on a regular cycle. This ensures that all units remain current. New units are added as the need arises due to changes in knowledge and skills required for business management.

More details on the resources and support mechanisms available to enrolled students are contained within the Undergraduate Student Guide available on the DeakinPrime website – [www.deakinprime.com](http://www.deakinprime.com) – and sent to each student enrolled at University Certificate and Diploma level at the commencement of each trimester.

As an enrolled student in one of these programs, you are also a student of Deakin University and part of a wider academic and learning community. This brings with it the rights and responsibilities of being a part of the University community. The Student Charter outlines these rights and responsibilities. It is available online at <http://theguide.deakin.edu.au>. You will also find more information contained within the Student Guide that is sent with your learning materials and which is also available on-line at the DeakinPrime website:

<http://www.deakinprime.com/dp/students/>.



# Program structure

Undergraduate studies at Deakin are taken at three levels:

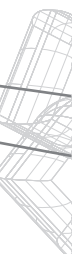
- Level 1 is the initial stage of study
- Level 2 is the intermediate level
- Level 3 is the advanced level.

As students progress through a course, the degree of difficulty/complexity of the content increases. Students are required to take a certain number of units at each level of study. It is therefore important to understand the level at which units of study are set and take this into account. Further details about the Bachelor of Management program can be found at:

<http://www.deakin.edu.au/buslaw/courseinfo/>.

## Enrolment process and forms

Further information about the enrolment process as well as the current enrolment and re-enrolment information and selected forms are available on the DeakinPrime internet, [www.deakinprime.com/dp/students](http://www.deakinprime.com/dp/students)



# University Certificate of Management and Diploma of Management

There are a range of units available in the University Certificate of Management and the Diploma of Management. Units are equivalent to approximately 120 hours of learning and gain 1 credit point when successfully completed.

The units available within the University Certificate and/or Diploma of Management programs are listed below. Brief descriptions of the unit content are contained in the pages that follow.

MDM102	Communication in Management
MDM101	Introduction to Management
MDA105	Managerial Accounting
MDM201	Managing Human Resources
MDM205	Managing Innovation and Change
MDK201	Marketing Management
MDM107	Personal Skills and Self Management
MDM206	Project Management
MDM125	Sales Management
MDM105	Team Leadership

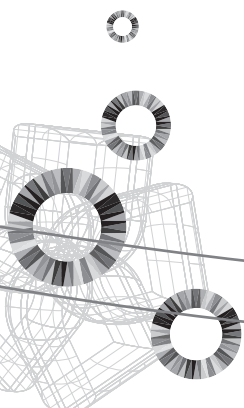
\*Units are subject to availability and may not be available in all study periods.

## Unit descriptions

### **MDM102 Communication in Management (level 1) 1 credit point**

#### Purpose

The purpose of this unit is to develop strong communication skills for the manager and potential manager – in listening, speaking, reading and writing – and to apply them across a wide range of communication modes. The unit will explore the components of the communication process, the impact of technological developments and the knowledge and skills required to speak and listen effectively and to interpret and use non-verbal communication. The unit presents the idea of communication as a process rather than an event or a series of events, and as a process for which the sender of a message, not the receiver, is responsible. The unit examines all types of communication used in the workplace and enables students to test a variety of forms of communication.



## Content

- Managing to communicate
- Minding your language
- Sending and receiving messages
- Researching and writing
- Communicating within and across cultures
- Communication and conflict
- Organisational communication
- Communicating in the new economy

## **MDM101 Introduction to Management (level 1)      1 credit point**

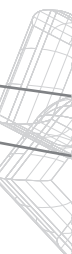
### Purpose

The purpose of this unit is to provide an overview of the key functions of the manager and demonstrate how they fit together to achieve a successful operating unit. The unit explores issues including customer service, planning, innovation, workplace relations, workplace law, managing information and the role of organisations in national and global change.

This unit is intended to meet the need of corporate and government clients for training opportunities for their people in management skills and knowledge at the introductory level. The skills and knowledge are generic to a range of roles and workplaces, and the unit is designed to be equally suitable for people employed in manufacturing, administrative, retailing or human services contexts.

### Content

- Global and national change
- Management and leadership
- Customer service
- Quality systems
- Planning
- Developing and learning
- Transition and innovation
- Workplace relationships
- Workplace law
- Managing information



## **MDA105 Managerial Accounting (level 1)**

**1 credit point**

### **Purpose**

This is a unit in managerial accounting and financial principles as they apply in the work situation of managers. It is intended for people with little or no prior knowledge of accounting and finance. On completion of this unit, students should have an understanding of the financial framework of their company and how their work fits within that framework, and should be better able to communicate with accounting and finance staff. The topics are covered from a user's focus rather than from an accountant's point of view.

### **Content**

- Accounting as an information system
- The Statement of Financial Position (balance sheet)
- The Statement of Financial Position (profit and loss statement)
- The Cash flow statement
- Budgeting
- Cost behaviour and performance reports
- Cost, volume and profit
- Project appraisal

## **MDM201 Managing Human Resources (level 2)**

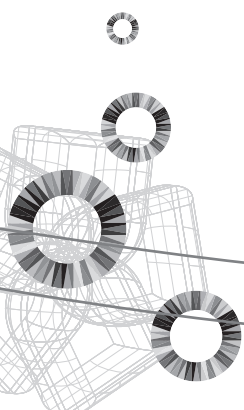
**1 credit point**

### **Purpose**

The purpose of this unit is to study processes to maximise the effectiveness of an organisation's human resources. The approach will be to focus on issues that improve the quality of work life, increase the level of productivity, improve job satisfaction, and improve employees' capacity for change. The unit will also study the theory and practice of employee relations and Australia's industrial relations system.

### **Content**

- Background: from personnel to human resource management
- Strategic human resource planning
- Human resources information systems
- Job evaluation and remuneration
- Recruitment and selection
- Human resource development
- Managing performance
- Managing careers
- Employee relations
- Employee participation
- Evaluation and improvement



## **MDM205 Managing Innovation and Change (level 2)**

**1 credit point**

### Purpose

The purpose of this unit is to consider some of the effects of innovation and change, and to discuss ways of preparing for it, because rapid developments in technology over the past few decades have caused upheavals in the way societies everywhere operate. Organisations that have attempted to ignore these developments have either failed to survive or are finding survival difficult.

### Content

- Managing in a Megatrend Environment
- The Role of Innovation in the New Century
- Managing Knowledge to Manage Change
- Practising Innovation-Models, Tools and Techniques
- Learning and Earning-the Innovative Workplace
- Fostering the Innovative Environment
- Survival Skills for the Innovation Economy
- Continuous Innovation: Designing Preferred Futures

## **MDK201 Marketing Management (level 2)**

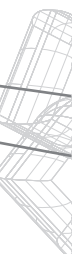
**1 credit point**

### Purpose

This unit is designed to build competencies in the marketing function. Marketing is a relatively new discipline. The functional area emerged within consumer-oriented organisations and then extended into the front line of industrial firms. These major commercial groupings include those involved with physical goods as well as those involved with providing services, ranging from professional services to leisure-related services.

### Content

- Introduction to marketing management
- Marketing strategy and competitive advantage
- Market segmentation, targeting and positioning
- Market research
- Consumer behaviour – consumer markets
- Consumer behaviour – business-to-business markets
- Product and new product development
- Promotion strategy



- Promotional methods
- Distribution
- Pricing
- Implementing the marketing program

## **MDM107 Personal Skills and Self Management (level 1)**

**1 credit point**

### Purpose

Our workplaces are changing so quickly that many workers find themselves in a destabilised, unpredictable, and disconcerting environment. The most effective workers in this economic climate are those who clearly understand those factors which influence and affect the structure, operation and requirements of their working environment and are able to adapt. The purpose of this unit is to give students the understanding and the readiness they will need if they are to adapt in this way.

### Content

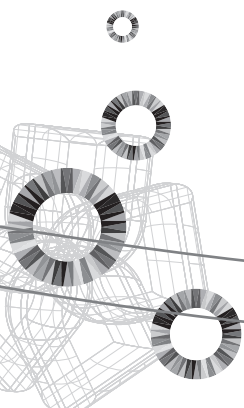
- Personal Attributes of Effective Managers
- Management Types and Styles
- Communicating Effectively in the Workplace
- Motivation in the Workplace
- Goal Setting and Planning
- Problem Solving
- Decision Making
- Effective Time Management
- Optimising Your Performance through Personal Well-Being
- Career Management

## **MDM206 Project Management (level 2)**

**1 credit point**

### Purpose

This unit provides a structured framework and process for managing projects and is updated to incorporate the latest internationally recognised project management standards. The purpose of this unit is to assist people engaged in the day-to-day management of projects and to introduce some of the fundamental issues in the planning and execution of projects, including an appreciation of the management of large and complex projects. This unit covers the key project management functions and tools.



## Content

- Overview of Project Management
- Integration Management
- Scope Management
- Time Management
- Cost Management
- Quality Management
- Human Resource Management
- Communication Management
- Risk Management
- Procurement Management.

## **MDM125 Sales Management (level 1)**

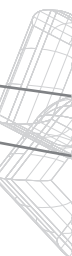
**1 credit point**

### Purpose

The purpose of this unit is to examine the role of sales management within an organisation. The unit looks at the various sales management functions and the role they play in meeting the organisation's marketing and corporate objectives. This unit links these duties with some of the characteristics that Sales Managers need to have to be successful in their job and explores how Sales Managers plan their sales activities, organise their sales force, oversee the sales function and evaluate sales performance. Key concepts such as leadership, motivation and skills development and the impacts of technology are defined and examined within a sales management context

### Content

- The role of a sales manager
- Sales force budgeting, recruitment and development
- Sales territory management
- Linking sales objectives to sales strategies
- The sales process
- Sales force remuneration and rewards
- Mentoring, coaching and succession planning
- Technology and the sales manager
- Sales force evaluation



## MDM105 Team Leadership (level 1)

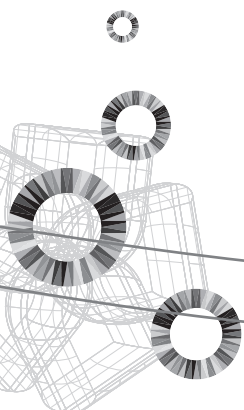
1 credit point

### Purpose

This unit has been designed to assist students understand the dynamics associated with creating, managing and re-focusing teams. It seeks to engage students in a conversation about the nature and variety of teams, setting forward some hypotheses to test in the workplace. Participants are able to apply those ideas that seem good and question those that seem inappropriate to the experience and knowledge of the organisation in which they are working and the team they already know.

### Content

- The development of teams
- The team leader's role
- Developing a team
- Team effectiveness
- Building successful teams
- Team skill sets
- Teams – quality and continuous improvement
- Teams in the future.



# University Certificate of Management

**Course Name:** University Certificate of Management

**Course Code:** M153

## Introduction

The Faculty of Business and Law, Deakin University offers a University Certificate of Management which is promoted and managed through DeakinPrime.

## Course structure

For successful completion, students must study and pass the equivalent of four units to obtain four credit points. One credit point is the equivalent of one unit.

## Core units

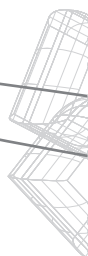
None.

## Level requirements

None.

## Course rules

Students must complete four credit points chosen from the list of units below.



## Units in the University Certificate of Management

<b>Unit Code</b>	<b>Unit Title</b>	<b>Unit Level</b>	<b>Credit Value</b>
MDM102	Communication in Management	Level 1	1 credit point
MDM101	Introduction to Management	Level 1	1 credit point
MDA105	Managerial Accounting	Level 1	1 credit point
MDM201	Managing Human Resources	Level 2	1 credit point
MDM205	Managing Innovation and Change	Level 2	1 credit point
MDK201	Marketing Management	Level 2	1 credit point
MDM107	Personal Skills and Self Management	Level 1	1 credit point
MDM206	Project Management	Level 2	1 credit point
MDM125	Sales Management	Level 1	1 credit point
MDM105	Team Leadership	Level 1	1 credit point

### Course duration

A student should complete the University Certificate of Management within one and a half years.

Note that if a student is planning to complete a Bachelor of Management, the entire course (24 credit points) should be completed within seven years.

If a student has been granted Credit for Prior Learning then the amount of time allowed by the University for completion of course requirements may be varied accordingly.

### Breaks in study

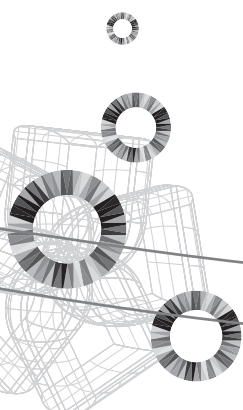
Students may take a break in their studies by intermitting from the course but breaks must not exceed 12 months in total.

### Credit for Prior Learning (CPL)

CPL refers to the granting of credit towards a Deakin University award for relevant approved study, experience or work satisfactorily completed at the University or elsewhere.

A maximum of two credit points of CPL may be utilised towards the University Certificate of Management.

Course rules applying to the University Certificate of Management are straightforward and allow for flexibility in unit selection.



# Diploma of Management

**Course Name:** Diploma of Management

**Course Code:** M152

## Introduction

The Faculty of Business and Law, Deakin University offers a Diploma of Management which is promoted and managed through DeakinPrime.

## Course structure

To successfully complete the Diploma of Management, students must study and pass eight credit points, at least two of which must be studied at level 2 (one credit point is the equivalent of one unit.) Students who have completed a University Certificate of Management need only pass four additional units.

## Core units

None.

## Course rules

1. Students must complete eight credit points (or four if they have completed the University Certificate of Management) chosen from the list of units below.
2. Students must complete a minimum of two level 2 units within the Diploma of Management.
3. The maximum number of level 1 units, which may be taken in the Bachelor of Management, is ten.
4. Students considering furthering their studies to the Bachelor degree level should consider completing units in accounting, law, management and information systems at University Certificate and Diploma levels. The Bachelor level requires completion of units in these areas in order to fulfil core requirements, and they may be undertaken in earlier levels of the program.



## Units in the Diploma of Management

<b>Unit Code</b>	<b>Unit Title</b>	<b>Unit Level</b>	<b>Credit Value</b>
MDM102	Communication in Management	Level 1	1 credit point
MDM101	Introduction to Management	Level 1	1 credit point
MDA105	Managerial Accounting	Level 1	1 credit point
MDM201	Managing Human Resources	Level 2	1 credit point
MDM205	Managing Innovation and Change	Level 2	1 credit point
MDK201	Marketing Management	Level 2	1 credit point
MDM107	Personal Skills and Self Management	Level 1	1 credit point
MDM206	Project Management	Level 2	1 credit point
MDM125	Sales Management	Level 1	1 credit point
MDM105	Team Leadership	Level 1	1 credit point

### Course duration

A student should complete the Diploma of Management within one and a half years after achieving the University Certificate of Management.

Note that if a student is planning to complete a Bachelor of Management, the entire course (24 credit points) should be completed within seven years.

If a student has been granted credit for prior study then the amount of time allowed by the University for completion of course requirements may be varied accordingly.

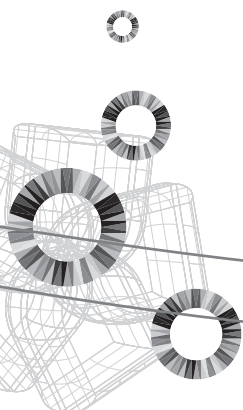
### Breaks in study

Students may take a break in their studies by intermitting from the course but breaks must not exceed 12 months in total.

### Credit for Prior Learning (CPL)

CPL refers to the granting of credit towards a Deakin University award for relevant approved study, experience or work satisfactorily completed at the University or elsewhere.

A maximum of four credit points of CPL may be utilised towards the Diploma of Management (including the two which may have been granted within the University Certificate of Management).



# Associate Degree of Management and Bachelor of Management

## Associate Degree of Management

**Course Name:** Associate Degree of Management

**Course Code:** M200

### Introduction

The Faculty of Business and Law at Deakin University offers an Associate Degree of Management for clients of DeakinPrime. This section describes the key features of the course and the rules that students must follow for successful completion of the Associate Degree of Management.

### Course structure

To successfully complete the Associate Degree of Management students must study and pass 16 credit points, including a core "Business Management" stream made up of 8 credit points (one credit point is the equivalent of one unit.) Students who have completed a Diploma of Management (M152) offered in conjunction with DeakinPrime, need only complete eight additional units.

### Core units

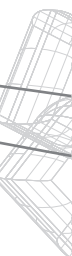
There are no core units in the Associate Degree of Management, although students must complete a sequence of study made up of four credit points in either the management or marketing areas (see below).

### Level requirements

Students must complete a minimum of six credit points at level 2 or above within the Associate Degree of Management, (including units undertaken in the Diploma of Management).

### Assessment

Units studied at Associate Degree level and above generally have a formal written exam that forms an integral part of their assessment. Students are required to nominate their preferred exam venue at enrolment.



## Business Management stream

The Business Management stream is made up of the following units:

Unit Code	Unit Title
MMM132	Management (or MDM101 Introduction to Management)
MMK277	Marketing Management (or MDK201 Marketing Management)
MMM240	Organisational Behaviour
MMH299	Business Communication
MMM365	Strategic Management
MMM262	Understanding Organisations

*Plus 2 units chosen from:*

MMM262	Understanding Organisations
MMM382	International Business
MMM343	Business Ethics
MMH349	Industrial Relations
MMI301	Internship 1
MMM385	Business in Asia

## Choice of Units

Students who have completed MDM101 or MDK201 within their Diploma studies, may undertake any other unit chosen from the Bachelor of Management. Students intending to proceed to the Bachelor of Management may wish to undertake units contributing towards a major sequence offered within the Bachelor of Management.

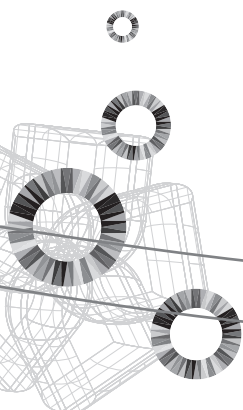
Decisions about specific units to be undertaken in the Associate Degree of Management will be made by the student with advice and information provided by Course Advisors from the Faculty of Business and Law.

## Course duration

A student should complete the Associate Degree of Management within three years beyond completion of the Diploma of Management.

Note that if a student is planning to complete a Bachelor of Management, the entire course (24 credit points) should be completed within seven years.

If a student has been granted credit for prior study then the amount of time allowed by the University for completion of course requirements may be varied accordingly.



## Breaks in study

Students may take a break in their studies by intermitting from the course but breaks must not exceed 12 months in total.

## Credit for Prior Learning (CPL)

CPL refers to the granting of credit towards a Deakin University award for relevant approved study, experience or work satisfactorily completed at the University or elsewhere.

A maximum of ten credit points of CPL may be utilised towards the Associate Degree of Management (including the four which may have been granted within the Diploma of Management).

# Bachelor of Management

**Course Name:** Bachelor of Management

**Course Code:** M302

## Introduction

The Faculty of Business and Law at Deakin University offers a Bachelor of Management for clients of DeakinPrime. This document describes the key features of the course and the rules that students must follow for successful completion of this award.

## Course structure

To successfully complete the Bachelor of Management students must study and pass 24 credit points. (One credit point is the equivalent of one unit.) Students who have completed an Associate Degree of Management need only complete eight additional units.

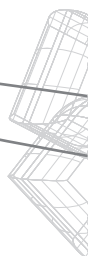
## Core requirements

Students must complete eight core units, as shown in the diagram in the following section.

Students must also complete a major sequence made up of specified units. For details of the units that make up each of the elective streams in the Bachelor of Management, please refer to the Deakin online handbook at [www.deakin.edu.au/handbooks](http://www.deakin.edu.au/handbooks).

## Level requirements

Students must complete a minimum of 14 level 2 units or higher, including a minimum of four units at level 3 within the Bachelor of Management.



## Units from other faculties

Students may choose to study up to eight units from faculties other than Business and Law within the 24 credit point Bachelor (notwithstanding any Credit for Prior Learning granted for studies completed outside of the University).

## Choice of units

At the Bachelor level students choose units from those offered by the Faculty of Business and Law and occasionally other University faculties.

## Course duration

A student should complete the requirements of the Bachelor of Management (24 credit points) within seven years, including studies in University Certificate, Diploma and Associate Degree levels. If a student has been granted credit for prior study then the amount of time allowed by the University for completion of course requirements may be varied accordingly.

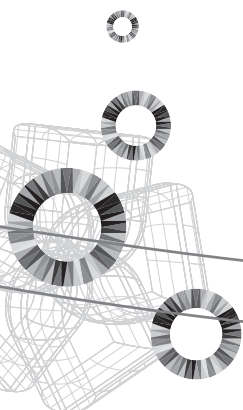
## Breaks in study

Students may take a break in their studies by intermitting from the course but breaks must not exceed 12 months in total.

## Credit for Prior Learning (CPL)

CPL refers to the granting of credit towards a Deakin University award for relevant approved study, experience or work satisfactorily completed at the University or elsewhere.

A maximum of 16 credit points of CPL may be utilised towards the Bachelor of Management (including the 10 which may have been granted within the Associate Degree of Management).





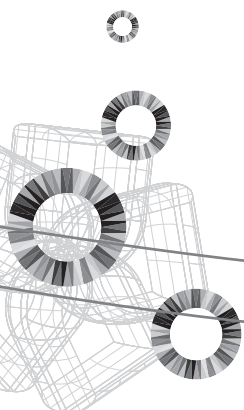
# Study advice

The Student Guide supplied to students enrolled in the University Certificate and Diploma of Management programs (and also available on the internet at <http://www.deakinprime.com/dp/students/>) is designed to provide useful information to enrolled students. This information is grouped in four broad sections:

- important dates and calendars
- who to contact and where to get assistance for your study
- administrative matters and University policies and procedures that apply to all students
- study tips, including guides on assignment writing and referencing.

In addition, we advise that in order to gain maximum benefit from studies, students should:

- Be proactive and ask for help from your tutor
- Use all the support tools and resources provided – read everything carefully
- Attend an orientation
- Join a study group
- Request assistance and raise issues quickly with the appropriate areas in Deakin and DeakinPrime.
- Make a list of all important dates for the trimester including assignment due dates, trimester start dates and end dates etc.
- Avoid plagiarism
- Respect copyright
- Submit assignments on time
- Use of Deakin Studies Online (DSO) is mandatory at the Associate and Bachelor of Management levels of study. Deakin University is a leader in providing information to its students through the internet and it is vital that you become familiar in using DSO. To access DSO go to <http://www.deakin.edu.au/dso/>.



# Further information

For further information on the programs described in this booklet and other award programs offered by Deakin University, please visit the Deakin University website at [www.deakin.edu.au](http://www.deakin.edu.au). The Deakin website also contains information on and links to resources, study support and course advice for prospective and current students of Deakin University.

For specific arrangements between DeakinPrime and its client organisations, please contact your Project Coordinator at DeakinPrime or visit the DeakinPrime website at [www.deakinprime.com](http://www.deakinprime.com).

