SUCCESS BY DESIGN

Course Guide 2015

Animation | Fashion Design | Fashion Marketing | Games Design | Graphic Design
Interior Design | Multimedia Design | New Media & Digital Film | Photography
Accounting | Design Management | Event Management | Finance | Hospitality | Management | Marketing

Raffles
College of Design and Commerce
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RAFFLES COLLEGE OF DESIGN AND COMMERCE IS A UNIQUE EDUCATION PROVIDER BASED IN SYDNEY, AUSTRALIA, SPECIALISING IN DESIGN, VISUAL COMMUNICATION AND BUSINESS.

WE DELIVER PREMIUM VOCATIONAL AND HIGHER EDUCATION PROGRAMS FROM CERTIFICATES THROUGH TO BACHELOR DEGREES AND MASTERS DEGREES.

Welcome

We have been around for almost 30 years. Keeping pace with industry, we deliver excellent courses and produce graduates who are well respected and successful in their creative careers. We do this by having lecturers who are active in industry which means their teaching skills are based on real-time knowledge of the professional landscape.

Students come from all over Australia and the world to study with us. With our international network, you can shape your experience by studying part of your qualification in one of our network colleges overseas, gaining a truly international perspective in a global economy.

Choice, flexibility and individuality are key drivers for us. We understand that you are an individual and have your own talents, interests and goals.

Our programs take this into account, as you have a great range of electives to choose from. A variety of like-minded people, small class sizes, a personal atmosphere, space for you to create your own future... These are just some of the reasons to come and study with us. Our staff – your lecturers and the dedicated team supporting them - really want to inspire you to get the most out of your course. We make the effort to get to know you and encourage you to do your best and realise your potential.

Your time with us will equip you with a strong set of skills and the ability to keep learning. You will enter the workforce confidently and you will continue to grow and develop as the industry and your career advances.
DESIGN TODAY IS IN EVERYTHING WE SEE AND INTERACT WITH FROM SMART PHONES TO SHOES, PHYSICAL SPACES TO GAMES. A CAREER IN DESIGN IS AN EXCITING ONE IN WHICH CREATIVITY AND PROBLEM-SOLVING GO HAND IN HAND.

RAFFLES OFFERS COURSES IN ANIMATION, FASHION DESIGN, FASHION MARKETING, GAMES DESIGN, GRAPHIC DESIGN, INTERIOR DESIGN, MULTIMEDIA DESIGN, NEW MEDIA & DIGITAL FILM AND PHOTOGRAPHY.
Besides higher education, Raffles offers vocational courses in design. These programs can be undertaken on their own, or as pathways into other courses offered within the Raffles’ network.

If you think you want to study design but you are not sure where to start... or, if you are thinking about doing a shorter program... or, even if you are thinking about doing a bachelor or masters degree and are not ready yet, read on...

Certificate II & IV
Visual Arts and Contemporary Craft

We offer diploma and certificate programs in art and design that run for either one or two semesters. These are suitable for students who have no prior experience in design but would like to bridge the worlds of secondary school and higher education.

They are also suitable for students interested in entering our Bachelor degrees but who do not yet meet the entry requirements (portfolio and/or academic). Vocational courses also offer a great foundation if you are not sure which discipline you are interested in - or if you want to get to know us and the world of visual communications before you go further.

All our vocational courses are nationally recognised qualification which are a great stepping-stone to a Degree.

Certificate II | 6 months
Certificate IV | 1 year
Certificate II in Visual Arts and Contemporary Craft
Qualification Code: CUV20111
CRICOS code: 079857J

The course begins with basic design and colour theory – the touchstone of all good designers and artists. You will learn to apply that theory using modern techniques and media in appropriate and innovative ways. We will help you use your ideas and enthusiasm to develop your own strengths and build your technical skills with both traditional media and current design software packages.

This course runs for one semester and is suitable for students with no previous design experience. If you have completed high school and are thinking about joining one of our Bachelor Degrees but are not sure how to create an entry portfolio, then this is the perfect starting point.

You will produce work that shows proficiency with various techniques and learn to apply solutions to a defined range of creative problems. Once completed you will have a foundational set of skills which can be used as a learning pathway into other Art or Design programs of your choice.

Entry Requirements
Year 12 or Equivalent

Subjects
Semester 1
» 2D studies
» Career Studies 1
» Colour Theory 1
» Art History
» 3D Studies 1
» Communication Skills
» Computer Foundations 1
» Drawing

Certificate IV in Visual Arts and Contemporary Craft
Qualification Code: CUV40111
CRICOS code: 079858G

This course runs for two semesters (including Certificate II in the first semester) and is suitable for students with no previous design experience who have not completed Year 12 or equivalent, or need some extra academic support before moving onto further study.

At the completion of either of the Certificate programs, you will graduate with a strong portfolio of 2D, 3D and digital work – and the self-confidence and motivation to continue studying.

You will produce work that shows proficiency with various techniques and learn to apply solutions to a defined range of creative problems. As a pathway, Certificate IV is an excellent integration of both technical and theory-based learning that prepares you for the deeper analytical and research skills required in higher education.

Entry Requirements
Year 10 or Equivalent

Subjects
Semester 1
» Career Studies 1
» Colour Theory 1
» Art History
» 3D Studies 1
» Communication Skills
» Computer Foundations 1
» Drawing

Semester 2
» 2D Studies 2
» Career Studies 2
» Colour Theory 2
» Design Exploration and Processes
» 3D Studies 2
» Industry Skill
» Creative Arts and Industry
» Major Portfolio Project
Animation

IF YOU SPENT MOST OF YOUR HIGH SCHOOL YEARS POPULATING YOUR BOOKS WITH ODD CHARACTERS IN FANTASTIC WORLDS AND THEN DREAMING OF BRINGING THEM TO LIFE, THIS IS THE IDEAL COURSE FOR YOU.

Bachelor of Arts (Visual Communication), majoring in Animation
CRICOS Code: 060730B
3 years full-time.

It is also an evolving career choice as digital technology continues to bring great changes and many new opportunities. Areas that were separate, but related, are merging. Traditional, underlying knowledge and skills remain. At the same time the craft is also broadening and its application is changing considerably.

Digital technology allows graduates to practice their animation skills in a variety of ways, for example: in traditional 2D animation or 3D animation, but also in visual effects and motion graphics. They can find themselves working in any number of contexts: movie making, TV production, games development, on the web, for mobile devices and in simulations.

You will learn techniques developed by the great masters of traditional animation, as well as the very latest in digital tools. You will watch and discuss masterworks as well as experiment with your own styles and techniques. While the focus is on the artistic and creative aspects of these media, we will focus on preparing you for a career. You will graduate with the knowledge, skills and attitude to land that first job; that is, the ability to use the software to work quickly and competently, as required as part of a production team.

The course emphasises the ‘higher level’ skills that you can transfer across media, over time, or as the technology develops. We will help you develop all these skills as well as add value to what you do by drawing on your creative and artistic background.

This range of skills and creative qualities will help you stand out and propel you through a fun career.

Duration
3 years
Bachelor of Arts (Visual Communication)

2 years
Associate Degree of Arts (Visual Communication)

Career Opportunities
» Producer
» Production Manager
» Animation Director
» Storyboard Artist
» Animator
» 3D Modeling
» Texture & Lighting Artist
» Character Designer
» Concept Artist
» Motion Graphics Artist
» Visual Effects Supervisor
» Matte Painter
» Compositor
“I have thoroughly enjoyed my time undertaking my Bachelor degree at Raffles. My teachers and mentors were very helpful both within my field of enquiry and also in other realms, which is crucial in the fast-changing field of Animation.”

Minh Han Nguyen, Bachelor of Arts (Visual Communication)

### Course Outline

**Semester 1**
- Computing for Design
- Ideas and Thought
- The Moving Image
- Production Design

**Semester 2**
- Drawing, Design Principles and Colour Theory
- Animation
- 3D Studies
- Visual Communication

**Semester 3**
- Character Design
- History of Visual Communication
- Understanding Acting
- Elective

**Semester 4**
- Story and Drama
- 3D Animation
- Design Meaning and Culture
- Elective

**Semester 5**
- Directing Animation
- Design and Business Management
- Major Project (Part 1)
- Elective
- Internship Preparation
- Self Promotion

**Semester 6**
- Internship
- Major Project (Part 2)

**Electives**
- Advanced Motion Graphics
- Animation
- Digital Video and Audio
- Graphic Construction
- Photography Essentials
- Photojournalism
- Post Production
- Sight for Sound
- Understanding Acting
- Understanding Programming

**Associate Degree Exit Point**
innovative approach to specialised market sectors like swimwear is one of the most distinguishing features of the course, which allows you to approach fashion design from various creative angles. The fashion show is the prime example of our aims and objectives in the course which are to identify and develop the talents and interests of each student, polish their technical skills, and introduce them to real-life fashion design environments.

Fashion is a global as well as local multi-million dollar business, which increasingly demands students to be multi-skilled in both manual and digital technologies. When you complete your degree, you will have a magnificent final range and a professional portfolio to take you straight into your first job.
“Recently, I was invited back to Mercedes-Benz Fashion Week Australia (MBFWA) by Raffles to show my 2013/14 Spring/Summer Collection... Raffles help and support new designers to take a step towards being major league players in the fashion industry. Professional lecturers with current industry experience give students the attention and care needed and Raffles supports and creates the environment for students who dream of becoming a designer. In this way, a Raffles degree is a must for designer-dreamers, like me.”

- Winson Tan, Bachelor of Design

**Course Outline**

**Semester 1**
- » Computing for Design
- » Fashion Design Studio 1
- » Ideas and Thought
- » Drawing, Design Principles and Colour Theory

**Semester 2**
- » 20th Century Design and Culture
- » Applied Graphics and Imaging
- » Fashion Design Studio 2
- » Fashion Design Studio 3

**Semester 3**
- » Sustainable Design
- » Elective
- » Pattern Design Systems 1
- » Fashion Past and Present

**Semester 4**
- » Fashion Design Studio 4
- » Pattern Design Systems 2
- » Elective
- » Design and Subculture

**Associate Degree Exit Point**

**Semester 5**
- » Brand Management
- » Fashion Design Studio 5
- » Design and Business Management
- » Design, Business and Law
- » Internship Preparation
- » Self Promotion

**Semester 6**
- » Internship
- » Major Project

**Electives**
- » Advanced Pattern Making and Garment Construction
- » Mens Tailoring
- » Draping
- » Couture Techniques
- » Photography for Designers
- » Drawing
fashion marketing

FASHION MARKETING REQUIRES AN EYE FOR STYLE AND A HEAD FOR BUSINESS AND WILL PUT YOU AT THE INTERSECTION OF BOTH.

Bachelor of Design, majoring in Fashion Marketing
CRICOS Code: 060732M
3 years full-time.

This course teaches you how to market fashion, bringing the world’s fashion from the designer’s studio to the wholesale showroom and to the retail outlets. You will learn a wide range of business activities in fashion, branding, retail, merchandising and international marketing that fosters creativity, innovation and good business acumen.

Fashion Marketing is an exciting field that opens up many opportunities in the fashion industry. It’s one of the major components that drive the fashion industry. You will learn how to develop, analyse and implement brand strategies, study buying and merchandising practices, plan and execute effective advertising and promotional strategies.

As the fashion and retail industries continue to grow, more trained fashion marketers and managers are needed by fashion houses to remain competitive.

The broad-based skills acquired in this course can be applied to many areas such as marketing, merchandising, publishing, advertising and fashion show productions as well as luxury goods and mainstream consumer products. Our Fashion Marketing graduates will be ready to assume professional work in the fast-paced fashion industry in public relations and marketing consultancies.

You will work with classmates on professional presentations with real-world scenarios and you will complete your degree with fashion marketing proposals and a professional portfolio that will take you straight into your first job.

Career Opportunities
» Fashion Merchandiser
» Fashion Marketer
» Fashion Buyer
» Fashion Agent
» Fashion Stylist
» Fashion Journalist
» Brand Manager
» Visual Merchandiser
» Fashion Blogger
» Assistant in Fashion Office of a Magazine
» Fashion Retailer
» PR Consultant

Duration
3 years
Bachelor of Design

2 years
Associate Degree of Design
“The reason I chose Raffles College of Design & Commerce to do my Masters Degree in Design, was because I could combine both design and business modules... After graduating from my first Masters Degree at Raffles College, I decided to commence my second Masters Degree in Commerce... I am now working for French fashion house Chanel, where my previous work experience and academic degrees have given me the advantage to perform well and excel.”

- Betsabeh Sohrabi, Bachelor of Design
Designing games will give you far more challenges than just playing them… and it’s much more fun. If you are interested in creating stories, characters, animations and game play for games, this is the course to do.

A good game designer is someone who knows games and has a feel for what the consumer wants. Good communication and planning skills are also key, as the process of creating a game is a collaborative one. Designers work in large teams in which elements are created separately and have to be seamlessly combined into a great game.

A great game needs to include a number of factors: game play, drama and storytelling, graphics, player interaction, sound and music. First and foremost though, games have to be fun.

This course concentrates on the artistic side of game creation. Using industry standard software, you will design and create small works.

Though not a technical course, you will learn how to work within the production pipeline with people like programmers, and follow game development from concept to publishing. You will play and analyse games working out why some are successful and some not. You will learn to create stories and original design concepts, and integrate these into game play.

GAMES DESIGN IS A HUGE INDUSTRY WITH AN AMAZING RANGE OF CAREER OPPORTUNITIES, AND IT’S ONLY GOING TO GET BIGGER.

Bachelor of Arts (Visual Communication), majoring in Games Design
CRICOS Code: 060730B
3 years full-time.

Duration
3 years
Bachelor of Arts
(Visual Communication)
2 years
Associate Degree of Arts
(Visual Communication)

Career Opportunities
» 2D Artist
» Technical artist
» 3D modeller
» Quality Assurance Lead
» Animator
» Lead Designer
» Sound design
» Level designer
» Level builder
» Audio designer
» Senior producer
» Producer
“Raffles gave me the skills and tools needed to grow and succeed as a Games Designer. By having teachers who work in the games industry, I got firsthand information on what I needed to learn in order to start my career. The teachers would always make sure I did my best and I could always turn to them for help and advice. By working hard and attending the classes (which were always fun), I gained great knowledge about Games Design. Raffles helped me achieve my dreams.”

- Derenik Keshish, Bachelor of Arts (Visual Communication)
graphic design

GRAPHIC DESIGN IS EVERYWHERE YOU LOOK. THINK PACKAGING, ADVERTISING, BROCHURES, SIGNAGE, CORPORATE IDENTITY, MAGAZINES, AND THE INTERNET. IT SHAPES COMMUNICATION IN A VISUAL WORLD, AND AS SUCH, IS A BROAD AND FLEXIBLE DISCIPLINE OFFERING AMAZING POSSIBILITIES.

Bachelor of Design, majoring in Graphic Design
CRICOS Code: 060732M
3 years full-time.

Studying graphic design will encourage you to identify and develop your own individual creative personality. The course provides a structure which opens the door to your creativity and personal growth. It will provide all the necessary ingredients including freedom, structure and encouragement, empowering your personal and professional life.

First you will master the basics. You will begin by learning all the practical and theoretical skills needed. With confidence and expertise in these core skills, you will start to explore all the different areas of graphic design, including corporate identity, advertising, editorial design, package design and website design.

You will be given individual tuition by industry-based lecturers and encouraged to focus your energies on developing your own personal creativity. Taught by inspirational lecturers, you will gather great skills, techniques and useful knowledge in a diverse range of areas including illustration, multimedia, and history of graphic design. Gathering skills and technical knowledge in a diverse range of areas, you will graduate with the ability to find creative solutions to problems using your own individual style.

By the end of the course, you will be confident, capable and ready to work. You will graduate with a strong sense of creative wisdom that will be greatly valued and highly desirable to future employers. You will also have created for yourself an outstanding portfolio of high quality work that will showcase your individual style, talent and specialist skills to a world that is full of exciting opportunities.

Duration
3 years
Bachelor of Design

2 years
Associate Degree of Design

Career Opportunities
» Advertising Art Director
» Editorial Designer
» Illustrator
» Website Designer
» Branding and Packaging
» Communication Design
Course Outline

**Semester 1**
- Graphic Design and Typography
- Computing for Design
- Drawing, Design Principles and Colour Theory
- Ideas and Thought

**Semester 2**
- Visual Language Past and Present
- Applied Graphics and Imaging
- Graphic Design and Multimedia
- 20th Century Design and Culture

**Semester 3**
- Sustainable Design
- Visual Communication and Imaging
- Print Media and Graphic Design
- Elective

**Semester 4**
- Integrated Visual Systems
- Elective
- Design and Subculture
- Design and Print Management
- Associate Degree Exit Point

**Semester 5**
- Graphic Design for Branding and Packaging
- Design, Business and Law
- Graphic Design and Social Awareness
- Design and Business Management
- Internship Preparation
- Self Promotion

**Semester 6**
- Internship
- Major Project

**Electives**
- Concept Development for Graphic Designers
- Advanced Editorial Design
- Drawing for Communication
- Graphic Construction
- Photography for Designers
- Drawing

“I have really enjoyed my time at Raffles. The high calibre lecturers and the diversity of classmate nationalities involved in the creative process has helped and enriched me with the confidence to grow as a designer. Studying at Raffles was a remarkable experience. The courses were insightful and thoroughly challenging. All the knowledge that I have obtained through the Masters and Bachelor programs has provided me with a solid foundation and comprehensive understanding of graphic design and their application in the real world.”

- Petty Hartanto, Master of Design
interior design

INTERIOR DESIGN IS ABOUT SPACES AND CATERING FOR THE NEEDS OF THE PEOPLE THAT OCCUPY THEM. INTERIOR DESIGNERS NEED TO CONSIDER SPACE ALLOCATION, BUILDING SERVICES, TRAFFIC FLOW, FURNITURE, FIXTURES AND SURFACE FINISHES.

Bachelor of Design, majoring in Interior Design
CRICOS Code: 060732M
3 years full-time.

The interior designer not only works on the aesthetic, but also the functional, social, safety and cultural aspects of the inner space environment.

Raffles’ interior design course will give you the confidence and skill you need to really make a difference in this booming discipline. A successful interior designer needs to understand the technical requirements of a project, as well as have good interpersonal communication skills and management strategies. This major will teach you an appreciation of design, lighting and colour, and provide you with technical skills to create unique spaces.

You will learn to convert your ideas from conceptual drawings to detailed building specifications and technical drawings of practical projects which will challenge you to find creative, functional solutions to a variety of briefs.

There is a very good balance between the theories that underpin the understanding and articulation of design ideas and concepts, and the hands-on practical application of those theories.

To fully support you, we provide the appropriate building, construction and communication technologies to give you the confidence needed to have an impact on your professional world. From awkward domestic spaces to vast shopping malls, interior design is a diverse and global discipline which can take you and your talent wherever you want to go.

Career Opportunities
» Residential Interior Designer
» Office Interior Designer
» Commercial Interior Designer
» Exhibition Designer
» Retail Interior Designer
» Property Management and Maintenance
» Architectural Interior Designer
» Theatre and Dramatic Arts Designer
» Hospitality Interior Designer
» Public Space Designer
» Interior Design Retail Outlets
“Winning the Student Archicad Showcase first prize has given me the confidence to work alongside professional designers and interior architects, because I know I now have the skills and mind-set that is necessary to succeed in this competitive business.”

- My Uyen Thi (Tiffany) Tran, Bachelor of Design

### Course Outline

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» Computing for Design  
» Ideas and Thought  
» Drawing, Design  
» Principles and Colour Theory | » Interior Design  
» Materials and Technologies  
» Computer Aided Drawing  
» 20th Century Design and culture  
» Interior Design Past and Present | » Sustainable Design  
» Elective  
» Residential Interiors  
» CAD for Interior Design | » Commercial  
» Interior Design  
» Building Materials and Technology  
» Design and Subculture  
» Elective | » Design, Business and Law  
» Architectural Drawing and Digital Interiors  
» Design and Business Management  
» Public Space Design  
» Internship Preparation  
» Self Promotion | » Internship  
» Major Project |

### Electives

- » Furniture Design  
- » Exhibition Design  
- » Interior Design Lighting  
- » Photography for Designers  
- » Drawing  

- » Associate Degree Exit Point
Multimedia Design is an exciting career choice if you have a broad interest in media production and web design, love technology and have the creative passion of an artist. It will allow you to work in a wide range of media including print, web and broadcast as an artist/designer.

The multimedia design industry is very fluid. Our syllabus is constantly evolving, not only in response to the technology itself, but also to evolving nature of the industry.

As a multimedia design graduate, additional skills gained will include graphic design, interface design, and information design.

Your practical skills will include web design, basic game production, motion graphics, print and video creation, animation and compositing.

Designers in this field may find themselves working on a number of aspects of one project.

For example, a client may want brochures, a web site, a powerpoint presentation and a video to promote a new product. Multimedia designers have to be aware of the requirements of a variety of mediums.

This major will equip you with the skills and knowledge required to work in this dynamic and exciting industry. With a sound knowledge of the basic principles associated with multimedia design and production, you will also be ideally placed to benefit from, and market your own special talents.

MULTIMEDIA DESIGN IS PERFECT FOR THOSE WITH AN INTEREST IN HOW PEOPLE INTERACT WITH SCREENS AND TECHNOLOGY.

Bachelor of Design, majoring in Multimedia Design
CRICOS Code: 060732M
3 years full-time.
“My course at Raffles allowed me to gain the skills necessary for the workplace by helping me to land an amazing internship with Cellarforce/Sticksports which I undertook during my final year...I really enjoyed my time at Raffles. I feel like I have walked away with valuable skills for working.”

- Bronte Lockwood, Bachelor of Arts (Visual Communication)
new media & digital film

NEW MEDIA & DIGITAL FILM WILL PROPEL YOU INTO THE CONTEMPORARY WORLD OF MOVING IMAGE MAKING: DIGITAL CINEMA, TV AND MUCH MORE. IF YOU HAVE AN INTEREST IN CREATING MOVING IMAGES WITH LIVE ACTION, THEN THIS COURSE IS IDEAL FOR YOU.

Bachelor of Arts (Visual Communication), majoring in New Media and Digital Film
CRICOS Code: 060730B
3 years full-time.

The course looks at the entire moving image making process, so you will learn traditional crafts like story telling and character development, as well as up-to-date tools and methods.

Much of the course is based around the young and emerging film/video maker with strong craft skills supporting the knowledge component of the course.

You will study and discuss masterworks, as well as work on your own creative projects.

The aim is to develop you creatively, and to introduce you to the craft. Either as a solo project or as part of a team, you can expect to make projects and programs which reflect contemporary practice.

We shoot on HD (High Definition) and do our post production on industry software such as Final Cut Pro Premiere and AfterEffects.

The diversity of work produced is inspiring and enriching.

Many projects touch on social issues; others are very strong in portraying drama; all include writing the script through to presenting works as part of Major Projects.

After the course you will have specialised talents that will lead you into any of the new or traditional areas of moving image.

Duration
3 years
Bachelor of Arts (Visual Communication)
2 years
Associate Degree of Arts (Visual Communication)

Career Opportunities
» Director
» Script Writer
» Producer
» Production Manager
» Production Assistant
» Director of Photography
» Grip or Gaffer
» Production Designer
» Art Director
» Costume Designer
» Sets and Props
» Costume Coordinator
» Editor
» Compositor
» Special Effects Artist
“I studied the Bachelor of Arts (Visual Communication) degree New Media and Digital Film major because it allowed me to couple my broader interest in general art theory and practice with my film specialisation. This enabled me to broaden my artistic knowledge and skills, which fed back into and enriched my competency as a filmmaker. This versatility has aided me in the workforce.”

- Lachlan Monsted, Bachelor of Arts (Visual Communication)

Course Outline

Semester 1
- Computing for Design
- Ideas and Thought
- The Moving Image
- Production Design

Semester 2
- Visual Communication
- Cine
- Drawing, Design Principles and Colour Theory
- The Shoot

Semester 3
- Producing and Production
- History of Visual Communication
- Elective
- Understanding Acting

Semester 4
- Story and Drama
- Directing Live Action
- Design Meaning and Culture
- Elective

Semester 5
- Post Production
- Design and Business Management
- Elective
- Major Project (Part 1)
- Internship Preparation
- Self Promotion

Semester 6
- Internship
- Major Project (Part 2)

Electives
- 3D Lighting and Texturing
- 3D Studies
- Advanced Motion Graphics
- Animation
- Sight for Sound
- Understanding Programming
- Character Design

Associate Degree Exit Point

** Delivery pathways may vary, please contact us for more details.
photography

PHOTOGRAPHY WORKS WITHIN THE DIMENSIONS OF TIME AND PLACE. WHETHER WE ARE LOOKING AT IMAGES OF A CAPTIVATING LANDSCAPE, AN ENTICING FOOD SHOT, OR A GROUNDBREAKING NEWS EVENT, PHOTOGRAPHY HAS THE UNDENIABLE POWER OF COMMUNICATING THE ESSENCE OF A PARTICULAR MOMENT.

Great photography is made up of essential elements such as statement, mood, feeling and visual happening. It is one of the most powerful forms of visual communication.

Although photography has seen huge changes with the advent of digital imaging it is not purely about technology. Photography is used to advertise, to persuade, and to inform. It challenges the viewer and demands an emotional response.

To become a professional photographer, you’ll need to know more than how to take a photo. The studio photographer starts off with a blank canvas and fills it with light, props and subjects.

The location photographer uses the viewfinder to reveal and at times to bring graphic order to existing surrounds.

This course allows you to develop the creative vision and individual style that differentiates great photography from ordinary images. You’ll be encouraged to think, work and see as a professional.

You will be given a solid foundation in digital image capture, creative lighting, as well as the problem-solving skills needed to approach each brief in an innovative and forward thinking manner.

In addition, you will learn current image processing, enhancement techniques and fine art printmaking.

Our lecturing team is made up of experienced professionals with a passion for photography and teaching. You will get a thorough grounding in theory and practice, as well as valuable exposure to the industry through guest speakers, events and gallery visits.

Bachelor of Arts (Visual Communication), majoring in Photography
CRICOS Code: 060730B
3 years full-time.

Career Opportunities
» Advertising Photographer
» Architectural Photographer
» Beauty Photographer
» Commercial Photographer
» Documentary Photographer
» Editorial Photographer
» Fashion Photographer
» Fine Art Printer
» Food Photographer
» Landscape Photographer
» Photographic Lab Technician
» Photographic Retoucher
» Photojournalist
» Portrait Photographer
» Sports Photographer
» Travel Photographer
» Wedding Photographer
**Course Outline**

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<td>Self Promotion</td>
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“**Studying for my Bachelor’s and Master’s degrees at Raffles gave me the opportunity to gain expertise and confidence in my chosen fields - photography and graphic design - while being able to experiment in search of my identity as a creative. Raffles’ exceptional lecturers always encouraged me to go one step further and push the envelope which I consider to be one of the most vital parts of a good education.**”

- Ursula Hechanberger, Master of Design
master of design

THE MASTER OF DESIGN IS A PROFESSIONALLY-ORIENTED POSTGRADUATE DEGREE TARGETED AT DESIGNERS WHO ALREADY HAVE AN UNDERGRADUATE DEGREE IN DESIGN OR THE EQUIVALENT EDUCATIONAL AND PROFESSIONAL EXPERIENCES.

There is a growing demand in the design community for a Masters program that is targeted towards the professional and commercial needs of the design professions.

Raffles is the first private design institution in NSW to have its own Masters degree. Our program has been developed in response to demand from our graduates and industry for ongoing professional development and lifelong learning integrated into a formal postgraduate degree.

This is the perfect opportunity for you to return to study, so that you can take your design and research skills to another level, and increase your knowledge-base while gaining a valuable qualification.

Master of Design
CRICOS Code: 060733K
1.5 years full-time.

Duration
1.5 years
Master of Design
The key objectives of the Master of Design are to:

- Enhance the applied design skills of students to the level of master practitioner
- Develop as a critically reflective practitioner who can work as a senior designer either independently or in teams, and with the management skills to supervise others or to manage the design process
- Allow students to deepen their understanding of the theoretical underpinnings of design solutions
- Allow students to explore the interdisciplinary qualities of design
- Develop the research skills needed to pursue further research-based study

Course Structure
There are 4 generic types of subject delivery:
- Design Studio
- Design Theory
- Design Practice Seminar
- Elective

Course Streams
There are three main streams through the course:
- Practice Stream
- Project Stream
- Dissertation Stream

There are three main streams through the course: the project stream, the dissertation stream or the practice stream. The first two semesters are common to all participants. In the second semester you will need to decide which study stream you would prefer.

If you choose the project stream, you will be doing a design project in the third semester. If you choose the dissertation stream you will be doing the Dissertation Proposal as the elective in second semester and then Design Dissertation in the third semester.

Don’t be put off by the name - a dissertation is basically a document you will create which is designed to help you develop your research skills. The dissertation stream is particularly useful if you are thinking of pursuing further research-based study in the future. If you choose the practice stream, you will do Design Practice 3 in the third semester, supported by 3 elective subjects

Duration and Delivery Mode
The program may be delivered in full time and/or part time modes allowing you complete flexibility in the management of your study.

All subjects are one term in length. The normal program can be completed in one and a half years full time.

Studio and Project subjects are conducted as common studio classes across all discipline specialisations with one Studio/Project lecturer, with you having access to specialist advice on a one-to-one basis with your specialist Discipline Head.

If you choose the project stream, you will be appointed two supervisors for your dissertation: a Principal Supervisor and a Co-Supervisor. To comply with visa regulations, international students must complete the course full-time in one and a half years.

Assessment Methods
Program components are assessed on a continuous basis with a combination of methods including:
- Case studies
- Essays
- Reflective journals
- Reports
- Development and implementation of design briefs
- Seminar papers and presentation
- Research projects
- Peer presentations
- Simulated projects

Graduate Profile
After completing the Master of Design, we believe you will:
- Have more advanced analytical, presentation and communication skills
- Be more adept at researching the theoretical/constructed/manufactured world
- Be able to analyse various methods of communication design in depth
- Be able to apply current design techniques and to professionally present your design concepts to prospective clients
- Be more skillful in your choice of appropriate graphic media to articulate your design
- Be more skilful in using information technology as a tool in developing design solutions.

As a Masters graduate you will have opportunities to contribute to the field of design research, have a foundation for writing on design culture and will realise opportunities to contribute to the field of design studies. You will also understand new markets and new production methods that can lead to future work avenues.

The following specialisations are available:
- Digital Media
- Fashion Design
- Fashion Marketing
- Graphic Design
- Interior Design
- Photography

Course Outline

Practice Stream

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Project & Dissertation Stream

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<td>» Creative Investigation</td>
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Electives

- Visual Communication in Design
- Design Optimisation
- Design Management
- Professional Leadership in Design
- Statistics in Design
- Master Design Skills 1
- Master Design Skills 2
WE OFFER STUDENTS AN UNPARALLELED ENVIRONMENT THAT ENCOURAGES ENTREPRENEURSHIP, TEAMWORK AND CREATIVITY.

THE CONNECTIONS BETWEEN DESIGN AND BUSINESS ARE WELL RECOGNISED AND UNDERSTOOD. OUR COMMERCE COURSES HAVE BEEN DESIGNED TO FORM A NATURAL AND USEFUL PARTNERSHIP WITH OUR EXISTING DEGREES IN THE FIELD OF DESIGN.

RAFFLES OFFERS COURSES IN ACCOUNTANCY, DESIGN MANAGEMENT, EVENT MANAGEMENT, FINANCE, HOSPITALITY, MANAGEMENT, AND MARKETING.
accounting

OUR BACHELOR OF ACCOUNTANCY PROVIDES GOOD TRAINING IN BUSINESS, FINANCE AND ACCOUNTANCY CONCEPTS AS WELL AS SPECIALIST PATHWAYS FOR PROFESSIONAL PRACTICE.

Bachelor of Accounting
CRICOS Code: 070202K
3 years full-time.

Through this program you will learn management and professional Accounting skills, both to work independently, and in teams, or to supervise others. Upon course completion you will be able to start your career in Accounting, or you can continue to pursue a Masters degree in Commerce.

The Bachelor of Accounting (BAcc) program equips students with the skills to develop a holistic understanding of business language and, in particular, all functional areas of accounting, taxation, auditing and the business environment.

The learning outcomes of this program is aimed at promoting an awareness of all aspects of accounting and operational matters that affect business. Students are given opportunities to acquire knowledge and skills so that they can apply what they have learned to everyday business situations, as well as to comply with accounting and other regulatory or statutory requirements.

To ensure that graduates are well prepared for their future careers, the curriculum is designed to give students real life experiences through industry-based live projects that equip the students with valuable hands-on experience.

The programs is designed specifically to satisfy the education requirements of Chartered Accontants (Australia - New Zealand) and CPA Australia.

Duration
3 years
Bachelor of Accounting

Career Opportunities
» Public Accountants
» Financial and Management Accountant
» Finance Managers
» Financial Controllers
» Investment and Portfolio
» Managers and Administrators
» Auditors
Course Outline

Semester 1
» Accounting
» Essentials of Business Law
» Quantitative Methods for Business
» Research Methods

Semester 2
» Corporate Reporting
» Management Accounting
» Corporate Law
» IT and Accounting Information System

Semester 3
» Audit and Assurance Management
» Financial Reporting
» Microeconomics

Semester 4
» Advanced Audit and Assurance
» Taxation
» Current Issues in Accounting
» Macroeconomics

Semester 5
» Corporate Governance and Accountability
» Advanced Taxation
» Elective
» Internship Preparation

Semester 6
» Internship
» Accounting Major
» Reporting and Professional Practice
» Financial Management

Major / Elective
» Managing People and Organisations
» International Business
» Knowledge Management
» Business Strategy and Leadership
» Insolvency and Reconstruction
» Strategic Management Accounting
» Advanced Financial Risk Management
» Investments

“I have been studying Accountancy at Raffles for a year and half, and I am enjoying the experience very much even though accounting is a challenging discipline. My lecturers’ support, genuine interest and passion helped students to improve their knowledge in their professional study, as well as each student’s personal development, including my own. I can push my boundaries now to study harder because there is support and time dedicated by the lecturers to each and every student. I am currently doing my internship just after a year and half. I look forward to completing my course with a view to working in industry in the not too distant future.”

- Su Jung Kim, Bachelor of Accounting
Design Management is an increasingly important discipline linking design and business. It is now well understood that good design is good business.

Bachelor of Commerce, majoring in Design Management
CRICOS Code: 062394G
3 years full-time.

Graduates with design management skills are becoming more sought after as design studios, advertising agencies and the wider business community recognise the commercial significance of good design.

If you are interested in managing the design process and working with both designers and clients, then this is the course for you. Design Management focuses on the needs of both the client organisation and the design team; whether they are in-house or freelance.

By joining this course, you will develop the skills needed for a career in design management, design leadership, design project management, creative account handling, strategic design portfolio management or brand management. You will learn that design management is all about making design-relevant decisions in a market- and customer-oriented way, as well as optimising design-relevant commercial processes. Design management acts as the interface between management and design, and functions as the link between technology, design, marketing and sales.

Being a successful design manager requires a good knowledge of all aspects of visual communication, from the creation of design concepts all the way through to the final product. It also requires a good understanding of design business practice. Because our courses cover a wide range of design disciplines and business applications, students studying design management are surrounded by every aspect of this important industry.

Duration
3 years
Bachelor of Commerce

2 years
Associate Degree of Commerce

Career Opportunities
» Design Manager
» Design Studio Manager
» Project Manager
» Special Events Coordinator
» Product Development and Buyer
» Brand Manager
» Advertising Account Executive
## Course Outline

### Semester 1
- Management Essentials for Today’s Business
- Marketing Basics for Competitive Positioning
- Quantitative Methods for Business
- Research Methods

### Semester 2
- Managing People and Organisations
- Design Leadership
- Design, Business and Law
- Information and Data Management

### Semester 3
- Innovation and Entrepreneurship
- Design and Business Management
- Design and Marketing
- Design Management Major

### Semester 4
- Knowledge Management
- Marketing the Media and Public Relations
- Design Management Major
- Project Management

### Semester 5
- Corporate Governance and Accountability
- Design Management Major
- Elective
- Internship Preparation

### Semester 6
- International Business
- E-Commerce in the Modern Global Economy
- Strategic Decision Making
- Events Management
- Understanding Today’s Consumers
- Essential E-Marketing Strategy
- Business Communication
- Human Resource Management
- Key Economic Principles for Business
- Small Business Management

### Major / Elective
- Digital Video and Audio
- 20th Century Design and Culture

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**Associate Degree Exit Point**
event management

EVENT MANAGEMENT IS AN INCREASINGLY IMPORTANT DISCIPLINE LINKING MARKETING AND BUSINESS. AS A SOCIAL PERSON YOU COULD BE RESPONSIBLE FOR MANAGING THE OPERATIONS FOR VARIOUS EVENTS, FUNCTIONS AND CONFERENCES.

**Bachelor of Commerce, majoring in Event Management**
CRICOS Code: 062394G
3 years full-time.

As an event manager you are responsible for the preparation, organisation and accomplishment of different types of events, e.g. exhibitions, festivals, fashion and sports events, product launches, conferences, fundraisers and more.

Because events have become such an important part of the economy, event managers with specific skills and special knowledge are in great demand.

If you're interested in planning, coordinating and developing an event, and are an assertive and strong-minded person, then this is the course for you.

By joining this course, you will develop the skills needed for a career in event management, and will learn the technical, financial, marketing, staff and human resources and customer-service aspects of the events industry. You will also learn how to lead a team and how to “stay cool” even in very stressful situations.

Being a successful event manager requires good organisational skills, creative instincts, a talent for improvisation, a strong character, an eye for detail, and keen awareness in every situation.

If you feel you have what it takes to produce special events then this course is perfect for you.

At Raffles College we provide dedicated support from our talented tutors and lecturers.

For more Information visit our website, or call us to make an appointment.

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Career Opportunities
» Events Management
» Events Coordinator
» Events Officer
Course Outline

**Semester 1**
- Management Essentials for Today's Business
- Marketing Basics for Competitive Positioning
- Quantitative Methods for Business
- Research Methods

**Semester 2**
- Managing People and Organisations
- Managerial Accounting
- Essentials of Business Law
- Information and Data Management

**Semester 3**
- Innovation and Entrepreneurship
- Events Management
- Strategic Decision Making
- Event Management Major

**Semester 4**
- Knowledge Management
- Marketing the Media and Public Relations
- Event Management Major
- Project Management

**Semester 5**
- Corporate Governance and Accountability
- Event Management Major
- Elective
- Internship Preparation

**Semester 6**
- Internship
- Integrative Event Management Project 1
- Integrative Event Management Project 2

**Major / Elective**
- E-Commerce in the Modern Global Economy
- Understanding Today's Consumers
- Essential E-Marketing Strategy
- Services Marketing
- Business Communication
- Human Resource Management
- Key Economic Principles for Business
- Small Business Management
- Digital Video and Audio
- Brand Management

Associate Degree

Exit Point
finance

FINANCE IS THE STUDY OF HOW MONEY AND MONETARY ASSETS ARE MANAGED WITHIN FINANCIAL MARKETS AND THE INVESTMENT DECISIONS THAT DRIVE THE EFFICIENT ALLOCATION OF THESE SCARCE RESOURCES.

Bachelor of Commerce, majoring in Finance
CRICOS Code: 062394G
3 years full-time.

This major is centred upon the analysis of financial and capital markets, government influences on these markets, and the role of the organisation within this framework. Finance theory draws on the disciplines of economics, accounting and philosophy.

The course will include studies in market efficiency, business finance, investment theory, financial accounting, financial statement analysis, business law, microeconomics, macroeconomics and taxation.

Case studies will be provided to showcase real-world examples and to illustrate how the decision making process occurs and resources are allocated within free and regulated markets. The study of finance can create opportunities to work within the financial sector of both government and private enterprise.

Duration
3 years
Bachelor of Commerce

2 years
Associate Degree of Commerce

Career Opportunities
» Credit Analyst
» Financial Officer
» Financial Advisor
» Financial Analyst
“Resigning from my job in Brazil and coming to Australia to enrol in a Masters degree was not an easy decision at all. As a Change Management Consultant with a few years of experience, all I was looking for was a high-quality institution willing to embrace and support my academic research studies in this area. I was seeking more than just a diploma - and I am happy to say that Raffles is the place to be! All my educational and career aspirations were fully embraced since the very first day I came to the campus… I’m exactly where I’ve always wanted to be: fulfilling my dream.”

- Amarilis Ventura, Master of Commerce.
The hospitality industry continues to be a growing area and is critical to the development of the Australian economy. This major focuses on equipping students with the skills needed to thrive in this rapidly changing field of enquiry.

Students also learn general business subjects and gain commercial acumen from the underlying Commerce degree. A hospitality major focuses upon the managerial skills required to work in the industry rather than the more operational side of the business, such as commercial cookery.

This degree prepares students with the relevant knowledge and skills for career advancement and management positions in the hospitality and services industries worldwide. Electives in this field of enquiry tend to be vocationally-oriented which means that workshops, role plays, leadership tutorials and seminars form part of the key learning strategies.

As the Hospitality sector grows and becomes more technologically-driven, it needs a well-trained workforce that understands its operations, management and sales/marketing.

A major in Hospitality provides background knowledge of the industry and transferable skills that can be applied within a range of public and private sectors.

**Hospitality**

IF YOU WOULD LIKE TO WORK IN THE SERVICE INDUSTRY, HOSPITALITY IS A REWARDING CAREER CHOICE THAT CAN OFFER YOU MANY OPPORTUNITIES.

*Bachelor of Commerce, majoring in Hospitality*

**CRICOS Code:** 062394G

3 years full-time.

**Duration**

- Bachelor of Commerce
  - 3 years

- Associate Degree of Commerce
  - 2 years

**Career Opportunities**

- Functions Manager
- Food and Beverage Manager
- Guest Services Manager
- Duty Manager
- Reservations Manager
- Restaurant Manager
- Hotel and Resort Manager
“I come from Sweden. I have been studying at Raffles for the last year and a half. It’s been the right choice for me and I have made very good friends from all over the world. All the courses have been very diverse and interesting. The lecturers have high expectations but they are great mentors and I believe they get the best out of everyone. I couldn’t have asked for anything more!”

- Malin Petersson, Master of Commerce.

 Course Outline

Semester 1
- Management Essentials for Today’s Business
- Marketing Basics for Competitive Positioning
- Quantitative Methods for Business
- Research Methods

Semester 2
- Managing People and Organisations
- Competitive Food and Beverage Management
- Trends and Opportunities in Hospitality and Tourism
- Managing Business Information in Hospitality and Tourism

Semester 3
- Innovation and Entrepreneurship
- Events Management
- Essentials of Accommodation Operations
- Hospitality Major

Semester 4
- Understanding Today’s Consumers
- Success Strategies for International Marketing
- Hospitality Major
- Key Economic Principles for Business

Associate Degree Exit Point

Semester 5
- Corporate Governance and Accountability
- Hospitality Major
- Elective
- Internship Preparation

Semester 6
- Internship
- Integrative Hospitality Project 1
- Integrative Hospitality Project 2

Major / Elective

- Managerial Accounting
- International Business
- E-Commerce in the Modern Global Economy
- Knowledge Management
- Strategic Decision Making
- Project Management
- Strategy & Operations for progressive Hotel and Resort Management
- Competitive Food and Beverage Management
- Essential E-Marketing Strategy
- Services Marketing
- Competitive Product Design and Pricing
- Human Resource Management
- Small Business Management
- Trends and Opportunities in Modern Eco & Urban Tourism

Illustrations by Grant Cowan
This course will prepare students for all aspects of business operation and for the development of personal and specific on-the-job skill sets.

Students also attend general business subjects and gain commercial acumen while exploring the key concepts from of entrepreneurship and innovation. However, this discipline is also very useful if you wish to one day start your own business. Leadership theory and styles, decision-making and problem solving form the nucleus of this program whereby lecturers guide learners into overcoming their fears and apprehensions about complex logistical operations and human resource issues.

Real life case studies compiled by our lecturers who have a variety of managerial backgrounds are a typical education tool used in many of our subjects, allowing students to learn relevant information and bring to life the concepts and theories of management.

**Duration**
- 3 years Bachelor of Commerce
- 2 years Associate Degree of Commerce

**Career Opportunities**
- Public Sector
- Private Sector
- Non-for-Profit
### Course Outline

**Semester 1**
- Management Essentials for Today's Business
- Marketing Basics for Competitive Positioning
- Quantitative Methods for Business
- Research Methods

**Semester 2**
- Managing People and Organisations
- Managerial Accounting
- Business Law
- Information and Data Management

**Semester 3**
- Innovation and Entrepreneurship
- International Business
- Business Communication
- Management Major

**Semester 4**
- Knowledge Management
- E-Commerce In The Modern Global Economy
- Management Major
- Key Economic Principles for Business

**Semester 5**
- Corporate Governance and Accountability
- Management Major
- Elective
- Internship Preparation

**Semester 6**
- Internship
- Integrative Management Project 1
- Integrative Management Project 2

**Exit Point**

### Major / Elective

**Semester 5**
- Business Finance for Business Success
- Perspective on International Trade and Finance
- Strategic Decision Making
- Project Management
- Events Management
- Understanding Today's Consumers

**Semester 6**
- Marketing Communications & Public Relations
- Essential E-Marketing Strategy
- Human Resource Management
- Marketing the Media and Public Relations

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“As a student of Raffles College in the beautiful city of Sydney, I must admit that I have had a unique study experience with up-to-date study material, lecturers who are keen to share their knowledge from their respective industries, interesting subjects as well as multicultural friends from around the world.”

- Jori Haryanto, Master of Commerce.
marketing

THE MARKETING MAJOR FOCUSES ON EQUIPPING STUDENTS WITH THE SKILLS NECESSARY TO SUCCEED IN THIS CREATIVE, DYNAMIC AND INNOVATIVE CAREER PATH.

This program will develop your understanding of fundamental marketing principles, while also giving you a strong business foundation. As part of the Commerce degree you will explore key principles of business, management and economics.

Marketing enables businesses to differentiate themselves and their products from those of their competitors, thereby gaining an advantage with consumers.

This discipline focuses on identifying, creating and enabling product businesses satisfy those demands profitably. Marketing is very important to every business because it is the practice of creating customer satisfaction through the successful combination and implementation of advertising, promotion, public relations and sales strategies. As a marketing graduate you will be able to harness the opportunity to take up an exciting career requiring talent and innovation.

The subjects offered for study allow you to explore the extensive scope of marketing functions, including customer value, customer loyalty, market analysis and the five P's of marketing.

You will develop a critical thinking approach to review your competitive offerings within the market, and to always keep a look out for emerging and new trends.

Bachelor of Commerce, majoring in Marketing
CRICOS Code: 062394G
3 years full-time.

Duration
3 years
Bachelor of Commerce
2 years
Associate Degree of Commerce

Career Opportunities
» Advertising Manager
» Marketing Coordinator / Manager
» Key Account Management
» Sales Manager
» Brand Manager
“Raffles has made it possible for me to take my education to the next level. The students in my course have come from various parts of the world and all added different perspectives [for me] to learn from. The coursework in the Masters program - during which I worked on an advanced project with great support from my mentor - resulted in a thesis I can be proud of.”

- Anna Idermark, Master of Commerce.

**Course Outline**

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<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
<th>Semester 5</th>
<th>Semester 6</th>
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<tr>
<td>» Management Essentials for Today’s Business</td>
<td>» Managing People and Organisations</td>
<td>» Innovation and Entrepreneurship</td>
<td>» Knowledge Management</td>
<td>» Corporate Governance and Accountability</td>
<td>» Internship</td>
</tr>
<tr>
<td>» Quantitative Methods for Business</td>
<td>» Essentials of Business Law</td>
<td>» Design and Marketing</td>
<td>» Marketing Major</td>
<td>» Elective</td>
<td>» Integrative Marketing Project 2</td>
</tr>
<tr>
<td>» Research Methods</td>
<td>» Information and Data Management</td>
<td>» Marketing Major</td>
<td>» Key Economic Principles for Business</td>
<td>» Internship Preparation</td>
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</tbody>
</table>

**Major / Elective**

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Semester 6</th>
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</thead>
<tbody>
<tr>
<td>» Managerial Accounting</td>
<td>» Knowledge Management</td>
</tr>
<tr>
<td>» Perspective on International Trade and Finance</td>
<td>» Integrative Marketing Project 1</td>
</tr>
<tr>
<td>» E-Commerce in the Modern Global Economy</td>
<td>» Integrative Marketing Project 2</td>
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<tr>
<td>» Strategic Decision Making</td>
<td>» Project Management</td>
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<td>» Services Marketing</td>
<td>» Events Management</td>
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<td>» Human Resource Management</td>
<td>» Understanding Today’s Consumers</td>
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<tr>
<td>» Small Business Management</td>
<td>» Marketing Communications &amp; Public Relations</td>
</tr>
<tr>
<td>» Marketing Communications &amp; Public Relations</td>
<td>» Marketing: The Media and Public Relations</td>
</tr>
<tr>
<td>» Essential E-Marketing Strategy</td>
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</tbody>
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**Associate Degree Exit Point**

- Integrative Marketing Project 1
- Integrative Marketing Project 2
master of commerce

THE MASTER OF COMMERCE IS A PROFESSIONALLY-ORIENTED DEGREE TARGETED AT BUSINESS-MINDED PEOPLE WHO ALREADY HAVE AN UNDERGRADUATE DEGREE IN COMMERCE OR THE EQUIVALENT EDUCATIONAL AND PROFESSIONAL EXPERIENCE.

Master of Commerce
CRICOS Code: 062397E
1.5 years full-time.

This is an opportunity to expand your horizons and develop your professional profile. This degree delivers a flexible, career-oriented and relevant postgraduate business education in a range of disciplines.

The program is highly practical, designed to meet employer needs and provides graduates with higher level research skills to prepare you for careers in your professions. This is the perfect opportunity to return to your studies and broaden your knowledge base, while gaining a valuable qualification.

Employers in a wide range of industries – from human resources to marketing – view Master of Commerce graduates as outstanding potential employees.

Duration
1.5 years
Master of Commerce

1 year
Graduate Diploma of Commerce

6 months
Graduate Certificate in Commerce
Master of Commerce

Design Management
Finance
Hospitality
Management
Marketing

Semester 1
- Global Strategic Management
- Managing Resources for Competitive Advantage
- Major
- Elective

Graduate Certificate Exit Point

Semester 2
- Leadership and Corporate Governance
- Entrepreneurship and Innovation
- Major
- Elective

Graduate Diploma Exit Point

Semester 3
- Advanced Research Methods
- Advanced Project 1
- Advanced Project 2

Design Management (Electives)
- Sociology of Design
- Psychology of Design
- Design Management
- Professional Leadership in Design

Finance (Electives)
- Financial Statement Analysis
- Financial Planning
- Risk Management
- International Finance

Management (Electives)
- Operations Management
- Purchasing and Supply Chain Management
- HR Management and Organisational Behaviour
- Technology Management

Marketing (Electives)
- Strategic Marketing
- Marketing Plans and Strategy
- Strategic Brand Management
- Customer Behaviour

Hospitality (Electives)
- Hospitality Across Cultures
- Strategic Events Management
- Operations Management
- Services Management
Views to your Future
Sydney is a beautiful and cosmopolitan city, internationally recognised for being an exciting and vibrant place in which to live and visit. If you are thinking about studying design or business, Raffles is your study destination, and Sydney is a great place to base yourself. Our art galleries, famous designers and an active, alternative design scene will give you all the inspiration you could wish for. Creativity is all around you. As you would expect from one of the world's great cities, Sydney has everything: modern city lifestyle, beaches, a spectacular harbour and a wide variety of entertainment options to suit everyone. It also offers a unique multicultural experience, boasting a community of people from all corners of the globe. The result is a rich and diverse city that is also safe, clean and ready to welcome you.

Visa
Please visit the Australian Department of Immigration website (immig.gov.au) for full information about applying for a student visa. Student visa holders can work in Australia up to 20 hours per week while they are studying. International students should allow approximately 4-6 weeks before term for visa processing.
Campus Life
We believe making friends and enjoying life is as important as study, so you will also find places to hang out with your fellow students. You will join a friendly and supportive community which goes beyond the group of people you study with. With a single campus, there are few barriers between you and our other students and the staff who make up who we are. You will get to make loads of new friends from other disciplines and at different stages of learning. On campus you will discover well-equipped and modern facilities, with Mac and PC computer labs loaded with the software used currently in industry. Our library has a huge range of specialist resources and is linked to millions more through UNILINC, a university inter-lending service.

Airport transfers
A rail connection links the airport to the city and Sydney’s suburban rail network. A return city to airport rail pass is included in the Sydney Pass sydneypass.info
Airport rail link airportlink.com.au

Cost of Living
You will also need to budget for extra expenses such as electricity, telephone, public transport, food and entertainment. You should budget approximately AUD$1000 per month in total living expenses.
internships

ALL BACHELOR DEGREES INCLUDE A COMPULSORY INTERNSHIP COMPONENT WHICH CONNECTS OUR PROGRAMS TO INDUSTRY. ALL INTERNSHIPS ARE SUPERVISED BY OUR INTERNSHIP MANAGER, WHO LIAISES WITH A HOST EMPLOYER.

» Internship component (for Bachelor Degrees)
» Bachelor of Design or Bachelor of Arts (Visual Communications): 200 hours Internship
» Bachelor of Commerce: 250 hours Internship

This component of your degree gives you an opportunity to familiarise yourself with industry and your chosen discipline. The structured internship requires you to investigate selected workplaces, prepare professional job applications to promote yourself and undertake the challenge to formally negotiate with prospective host companies. This in-service training, under supervision in a professional environment, enhances and reinforces your knowledge and skills acquired during your course of study. This exposes you to the way professionals deploy their knowledge.

This subject consists of research, lectures, presentations and consultations. You are provided with a unique opportunity to gain first-hand experience about the area in which you wish to work, as well as to give you direct contact with potential employers.

Raffles’ commitment to students, the quality of its teaching staff, and its strong links with industry, provides an effective employment platform for graduates.
How to apply
For Bachelor Degree courses, you will need to have completed high school (and for design courses have a creative portfolio). If this isn’t quite you yet, then our vocational courses can help you bridge the gap.

If you have already completed a Bachelor Degree or have industry experience, then you may be eligible to enter the Masters Degree program.

International students can apply for any of these courses, and will also need to show an appropriate level of English.

The Portfolio
When you apply to study a design Bachelor or Masters Degree with us you will also need to submit a portfolio of your creative work. This gives you the opportunity to show us how you stand out from the crowd. We want to ensure that you have the ability to do well in the course.

Your portfolio doesn’t have to have a lot of work. We’re looking for quality, not quantity. By presenting your best pieces of work, your portfolio will help give us some insights into your potential, originality and motivation.

Please see our website for further requirements.

English
International students need to meet the minimum English requirements for each course.

These are as follows:
» Vocational
  IELTS 5.5 (academic module or equivalent)
» Bachelor
  IELTS 6.0 (academic module or equivalent)
» Masters
  IELTS 6.5 (academic module or equivalent)

Please note: part-time study not available to international students.
our industry partners
We are delighted to offer students in their second year of study an exciting exchange programs with Politecnico di Milano (Italy), Lahti University (Finland), and Universidad Católica de Córdoba (Argentina). Candidates can choose from Interior Design, Fashion Design or Graphic Design subjects. Students from these campuses or Raffles can complete up to two terms of their programs at either institution at no extra cost for tuition. (travel, accommodation and living costs not included)

www.raffles.edu.au/exchangeprograms
Course Codes
Master of Commerce (062397E)
Master of Design (060733K)
Graduate Diploma of Commerce (062396F)
Graduate Certificate in Commerce (062395G)
Bachelor of Accounting (070202K)
Bachelor of Arts (Visual Communication) (060730B)
Bachelor of Commerce (062394G)
Bachelor of Design (060732M)
Associate Degree of Commerce (062393J)
Associate Degree of Design (060731A)
Associate Degree of Visual Communication (060729F)
CUV40111 Certificate IV in Visual Arts and Contemporary Craft (079858G)
CUV20111 Certificate II in Visual Arts and Contemporary Craft (079857J)

Raffles Education Corporation Limited ("RafflesEducationCorp") is the largest private education group in Asia-Pacific. From our maiden design institute, established in Singapore in 1990, RafflesEducationCorp today operates 34 colleges in 31 cities across 12 countries, offering a broad-based education in diverse disciplines.

Australia | Cambodia | China | India | Indonesia | Malaysia
Mongolia | Philippines | Saudi Arabia | Singapore | Sri Lanka | Thailand

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FAX: +65 6338 5167
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FAX: +62-21-2555 6739
EMAIL: enquiries-indonesia@raffles-education-network.com

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EMAIL: enquiries-indonesia@raffles-education-network.com

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