Edvantage Institute
AUSTRALIA

Course Guide

2023 2024

Personalise learning experience, succeed in your way

![Edvantage Institute Australia logo]

Welcome to EIA

As the Chair of the Board of Directors, it is my great pleasure to welcome you to EIA!

Our philosophy places you, the student, at the centre. Around you, our learning and teaching, career preparation and academic support services will assist you to grow into a true business professional with twenty-first century capabilities. We prepare our graduates to be technically proficient, work-ready, independent thinkers and life-long learners.

In this way, firms benefit from our new talent who immediately add significant value and innovation.

We are a TEQSA registered higher education provider. It is a significant achievement to achieve TEQSA accreditation to offer degree courses. Australian higher education standards are a world-class benchmark. For you, this means challenging academic standards, innovative learning and teaching, and a stimulating and challenging student experience.

A feature of EIA's approach is collaboration. Our partners in academia and industry who contribute to your program all add significant real-world value. I thank them. You will benefit from their engagement. This includes the added opportunities of being part of the large Edvantage Education Group with campuses across the world.

Yours sincerely,

Professor Jennelle Kyd
Chair, Board of Directors

Professor Jennelle Maree Kyd

Prof Kyd has 35 years of tertiary education achievement in governance, leadership, research and teaching roles. She has previously been Senior Deputy Vice-Chancellor and Provost at Swinburne University of Technology, Deputy Vice-Chancellor (Academic and Research) at Central Queensland University, and Head of Forensic Studies and Director of the Health Research Centre at the University of Canberra.

About Edvantage Institute Australia (EIA)

Edvantage Institute Australia (EIA) is a leading global education provider with a frontier spirit empowering people to realise their potential. We ensure our graduates are career and life ready with up-to-date knowledge and skills they need to be competitive in a global context. We are part of the international education group, Edvantage Group Holdings Limited, listed on the Hong Kong stock exchange.

As a TEQSA registered private higher education provider delivering premier higher education programs in Melbourne, we offer dynamic bachelor programs for local and international students.

At our state-of-the-art campus located at the corner of Queen and La Trobe Streets, Melbourne CBD, EIA students learn the latest theoretical knowledge combined with extensive industry practices and experience. This ensures that our graduates are job ready and career focused, and contribute positively to their social and commercial environments.
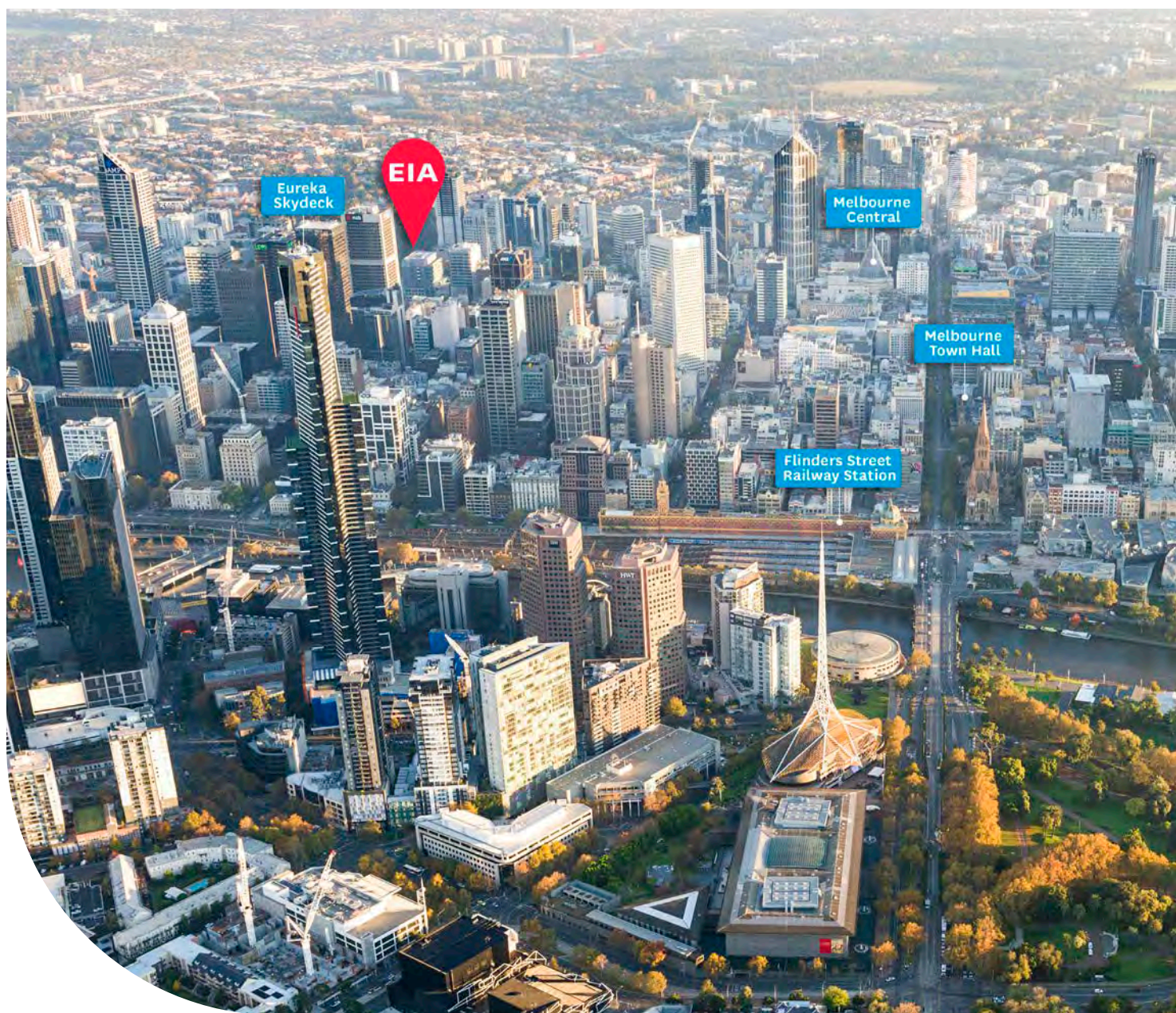
WHY STUDY
with EIA

Unique features

Modern curriculum and align with industry accreditation

The modern curriculum provides you with theoretical and practical knowledge to get ready for the future of business. EIA's courses are designed to meet the accreditation requirements of the relevant Australian professional bodies.

Cross-sectoral learning and in-demand skills for future work

The courses are designed to focus on cross-sectoral and hybrid skills demanded by the future global job market. You may curate your electives from other higher education courses offered at EIA to your desired specialization or broaden your skillset in business.

Inspired faculty

Our faculty combines industry-leading practitioners and academics. Guest practitioners bring industry experience into the classroom. The industry mentors provide you with real-world insights and individual guidance.

Personalised learning experience

Our smaller class for you to easily access all learning activities. We offer ultimate support and a flexible learning approach for your personal journey.

Multiple pathways to quality employment

You will work on live business projects with industry mentors to apply your skills and exposure to real business challenges. We offer multiple pathways to quality employment through practical curriculum, career coaching, scholarships and industry connections to incubate your ideas and foster a spirit of innovation.

Unbeatable location

Located in the centre of Melbourne, Melbourne's inner-city atmosphere is fueled by a creative culturally diverse community that will make you feel secure and welcome together with learning experiences both on and off campus.

4

Bachelor of Information Technology (ICT Security)

Brief introduction

Cyber security professionals are required in colossal numbers all throughout the industry. A new breed of the cyber security professional who can combine digital forensics and incident response with privacy preservation and data security policy is being demanded by employers. Our dedicated Bachelor of Information Technology (ICT Security) has been developed with industry standards to deliver these expectations from the industry, including satisfying their programming requirements. This course caters to developing in demand skills aligned with industry best practices. Learn from our experienced professionals to excite, motivate, engage and prepare you tailor made for the requirement of the ever-changing IT and ITES industry.

Career outcomes

Possible placements after completion of this course include
- Ethical hacker
- Cryptanalyst
- Security architect
- Cyber security policy adviser
- Software developer.

Bachelor of Information Technology (ICT Security)

COURSE ID	CRS1401212	**AQF**	7
CRICOS CODE	109152A	**Duration**	3 years in 6 regular trimesters
Mode of Study	On campus or online	**Annual Tuition Fees**	International $19,000 / Domestic $13,000
Delivery location	338 Queen St, Melbourne VIC 3000	**Intake**	March, September 2023 January, May, September 2024

Course structure

Students enrolled in the Bachelor of Information Technology are required to complete 24 units of study (comprising 8 core units, 10 major units, & 6 elective units) within a typical study period of 3 years or six academic trimester.

Year 1							
Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
BIT101	Computer Systems Fundamentals	Core	N/A	BIT105	Requirements Elicitation and Analysis	Core	N/A
BIT102	Database Systems Fundamentals	Core	N/A	BIT106	Professional Issues in ICT	Core	N/A
BIT103	Programming Fundamentals	Core	N/A	BIT107	Discrete Mathematics	Core	N/A
BIT104	Networking Fundamentals	Core	N/A	BIT108	Fundamentals of ICT Security	Major	BIT101, BIT104

Year 2							
Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
BIT201	Real world practices for Computer Systems and Network Security	Major	BIT108	BIT204	Business Management of Security	Major	BIT106, BIT108 OR BIT202
BIT202	Privacy Preservation and Data Security	Major	BIT105, BIT106	BIT205	Cloud Computing	Major	BIT102, BIT105
BIT203	Advanced Programming	Major	BIT103, BIT102, BIT104, BIT105	BIT211	ICT Project Management	Major	N/A
Elective				Elective			

Year 3							
Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
BIT301	Cryptography Fundamentals	Major	BIT107	BIT303	Capstone Project	Core	Completion of all other core units and 8 major units
BIT206	Digital Forensics and Incident Response	Major	BIT108, BIT202	BIT304	Advanced Topics in ICT Security	Major	Completion of all other major units in ICT security specialisation
Elective				Elective			
Elective				Elective			

For electives, students may choose any six units from EIA existing degrees as long as the pre-requisites are satisfied including
- Bachelor of Marketing (with a minor in Digital Marketing)
- Bachelor of Information Technology (Information Systems)
- Bachelor of Accounting

6

Bachelor of Information Technology (Information Systems)

Brief introduction

Information Technology is playing a zestful and indispensable role in our day to day lives as well in the growing industry. You'll learn to design, develop and use cutting-edge technologies and get a competitive edge that'll see you succeed in a huge range of industries. A new multitude of information about skills to store data, retrieve it back and host your data in the cloud environments and preserve the data stored in the cloud platform using advanced privacy preservation and data security skills and dealing the data with information system governance and architecture is taught here by the experienced professionals who are up to date in their delivery and with the cutting-edge technology.

Career outcomes

Possible placements after the completion of this course include
- Business intelligence manager
- Cloud architect
- Cloud programmer
- System analyst
- IT manager
- Business systems strategy analyst
- Information system manager

Bachelor of Information Technology (Information Systems)

COURSE ID	CRS1401211	**AQF**	7
CRICOS CODE	109153M	**Duration**	3 years in 6 regular trimesters
Mode of Study	On campus or online	**Annual Tuition Fees**	International $19,000 / Domestic $13,000
Delivery location	338 Queen St, Melbourne VIC 3000	**Intake**	March, September 2023 January, May, September 2024

Course structure

Students enrolled in the Bachelor of Information Technology are required to complete 24 units of study (comprising 8 core units, 10 major units, & 6 elective units) within a typical study period of 3 years or six academic trimester.

Year 1

Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
BIT101	Computer Systems Fundamentals	Core	N/A	BIT105	Requirements Elicitation and Analysis	Core	N/A
BIT102	Database Systems Fundamentals	Core	N/A	BIT106	Professional Issues in ICT	Core	N/A
BIT103	Programming Fundamentals	Core	N/A	BIT107	Discrete Mathematics	Core	N/A
BIT104	Networking Fundamentals	Core	N/A	BIT111	Introduction to Information Systems	Major	BIT101, BIT102

Year 2

Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
BUS102	Business Management	Major	N/A	BIT212	Business Intelligence	Major	BIT102
BIT202	Privacy Preservation and Data Security	Major	BIT105, BIT106	BIT211	ICT Project Management	Major	N/A
BIT203	Advanced Programming	Major	BIT103, BIT102, BIT104, BIT105	BIT204	Business Management of Security	Major	BIT106, BIT108 OR BIT202
Elective				Elective			

Year 3

Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
BIT205	Cloud Computing	Major	BIT102, BIT105	BIT303	Capstone Project	Core	Completion of all other core units and 8 major units
BIT311	ICT Governance and Information Systems Management	Major	BIT111, BIT212, BIT203	BIT313	Human-computer Interaction	Major	BIT105
Elective				Elective			
Elective				Elective			

For electives, students may choose any six units from EIA existing degrees as long as the pre-requisites are satisfied including

- Bachelor of Marketing (with a minor in Digital Marketing)
- Bachelor of Information Technology (ICT Security)
- Bachelor of Accounting

8

Bachelor of Accounting

Brief introduction

Our Bachelor of Accounting provides you a professional and practical program with the skills and knowledge necessary for accounting roles in Australia or overseas that will boost your job prospects.

Career outcomes

Our graduates have an excellent future in the business industry. Typical job titles include:

- Accounting clerk
- Bookkeeper
- Certified Public Accountant
- Tax accountant
- Auditor
- Management accountant
- Forensic accountant
- Financial analyst

EIA Bachelor of Accounting Program is professionally Accredited.

Bachelor of Accounting

COURSE ID	CRS1401210	AQF	7
CRICOS CODE	109151B	Duration	3 years in 6 regular trimesters
Mode of Study	On campus or online	Annual Tuition Fees	International $17,500 / Domestic $12,000
Delivery location	338 Queen St, Melbourne VIC 3000	Intake	March, September 2023 January, May, September 2024

Course structure

Students enrolled in the Bachelor of accounting are required to complete 24 units of study (comprising 18 core units and 6 elective units) within a typical study period of 3 years or six academic trimesters.

Year 1

Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
ACC101	Accounting Principles	Core	None	ACC102	Accounting Information Systems	Core	ACC101
BUS102	Business Management	Core	None	FIN101	Business Finance	Core	None
ECO101	Fundamentals of Economics	Core	None	FIN102	Business Statistics & Decision-Making Process	Core	Co-requisite: ACC102
BUS101	Professional and Business Communication	Core	None	LAW201	Introduction to Business Law	Core	None

Year 2

Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
ACC203	Management Accounting	Core	ACC101	LAW202	Corporate Law	Core	LAW201
ACC204	Intermediate Financial Accounting	Core	ACC101	ACC306	Corporate Reporting	Core	ACC204
	Elective Unit	Elective			Elective Unit	Elective	
	Elective Unit	Elective			Elective Unit	Elective	

Year 3

Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
ACC307	Advanced Management Accounting	Core	ACC203	ACC305	Auditing & Assurance	Core	ACC204
ACC310	Financial Accounting Theory	Core	ACC306	ACC311	Capstone Project	Core	ACC307, ACC310
ACC308	Taxation Law	Core	LAW202		Elective Unit	Elective	
	Elective Unit	Elective			Elective Unit	Elective	

For electives, students may choose any seven units from EIA existing degrees as long as the pre-requisites are satisfied including

- Bachelor of Marketing
- Bachelor of Information Technology (Information Systems)
- Bachelor of Information Technology (ICT Security)

10

Bachelor of Marketing

Brief introduction

Marketing today is rapidly evolving based on the digital transformation of our economy and firms. A new breed of marketing professional who can combine marketing knowledge, deep data understanding and critical thinking is being demanded by employers. Our dedicated Bachelor of Marketing has been developed with industry to deliver this capability, including the choice of a digital marketing minor. Our faculty combines the discipline knowledge and industry experience to excite, motivate and prepare you.

Career outcomes

Our graduates have an excellent future in the following occupation:

- Advertising/Promotion Manager
- Brand Manager
- Copywriter
- Marketing Manager
- Market Research Analyst
- Media Planner
- Production Manager

Bachelor of Marketing

COURSE ID	CRS140703	**AQF**	7
CRICOS CODE	103141H	**Duration**	3 years in 6 regular trimesters
Mode of Study	On campus or online	**Annual Tuition Fees**	International $17,500 / Domestic $12,000
Delivery location	338 Queen St, Melbourne VIC 3000	**Intake**	March, September 2023 January, May, September 2024

Course structure

Students enrolled in the Bachelor of marketing are required to complete 24 units of study (comprising 8 core units, 8 major units, & 8 elective units) within a typical study period of 3 years or six academic trimesters.

Year 1							
Unit Code	**Unit Title**	**Unit Type**	**Pre-Requisite**	**Unit Code**	**Unit Title**	**Unit Type**	**Pre-Requisite**
BUS102	Business Management	Core	N/A	STA101	Marketing Analytics in the Digital Age	Core	N/A
ECO101	Fundamentals of Economics	Core	N/A	MKG101	Marketing Principles	Major	N/A
BUS101	Professional & Business Communication	Core	N/A	MKG102	Consumer Behaviour	Major	N/A
	Elective Unit	Elective			Elective Unit	Elective	

For the electives, students may choose any 2 units from EIA existing degrees as long as the pre-requisites are satisfied including:
- Bachelor of Information Technology (ICT Security)
- Bachelor of Information Technology (Information Systems)
- Bachelor of Accounting

Year 2							
Unit Code	**Unit Title**	**Unit Type**	**Pre-Requisite**	**Unit Code**	**Unit Title**	**Unit Type**	**Pre-Requisite**
ECO201	Business and Economic Environment	Core	ECO101	LAW101	Law & Ethics in Marketing	Core	N/A
ACC101	Accounting Principles	Core	N/A	MKG206	Marketing and Business Research	Major	MKG101
FIN101	Business Finance	Core	ACC101	MKG202	Services Marketing	Major	MKG101
	Elective Unit	Elective			Elective Unit	Elective	

For electives, student must choose any 2 from the following:

STA201	Data-Driven Marketing Analytics**	Elective	MKG101	MSM201	SME Marketing	Elective	MKG101
MKG203	Digital Marketing**	Elective	MKG101	MKG204	Not for Profit & Social Marketing	Elective	N/A
MKG205	Sustainable Marketing	Elective	MKG101	MKG207	Advertising Management	Elective	MKG101
MKG208	E-Commerce	Elective	MKG101				

12

Year 3							
Unit Code	Unit Title	Unit Type	Pre-Requisite	Unit Code	Unit Title	Unit Type	Pre-Requisite
MKG201	Cross-Cultural and International Marketing	Major	MKG101	MKG304	Strategic Marketing	Major	Completion of 16 units
MKG301	Integrated Marketing Communication	Major	MKG101	MKG303	Business Launch Campaign (Project)	Major	Completion of 16 units
	Elective Unit	Elective			Elective Unit	Elective	
	Elective Unit	Elective			Elective Unit	Elective	

For electives, students must choose any 2 from the following and the other 2 from any units from EIA existing degrees as long as the pre-requisites are satisfied.

MKG302	Brand Management and Strategy	Elective	MKG101	MKG305	Social Media Management**	Elective	MKG203
MCI301	Entrepreneurship & Marketing for Creative Industries	Elective	MKG101	MDM301	Digital Media Production**	Elective	MKG203
MKG306	Distribution Management	Elective	MKG101	MKG208	E-Commerce	Elective	MKG101

** Students enrolled in the Bachelor of Marketing can select the indicated units which comprise a minor in Digital Marketing. The four (4) minor units would be taken in the elective slots in year 2 and 3 (in any four MKG specified elective slots).

Entry requirements

Bachelor of Information Technology **(ICT Security)** **(Information Systems)**	A minimum of eighteen (18) years of age on course commencement An Australian Year 12 qualification or equivalent A passing score in any VCE math unit or equivalent Minimum test score of 6.0 overall (with no individual band score below 5.5) on the IELTS Academic test or approved equivalent
Bachelor of Accounting **Bachelor of Marketing**	A minimum of eighteen (18) years of age on course commencement An Australian Year 12 qualification or equivalent Minimum test score of 6.0 overall (with no individual band score below 5.5) on the IELTS Academic test or approved equivalent

Recognition of prior learning

EIA recognises applicants' prior relevant study or experiences through an advanced standing process*. These experiences may be formal or informal. Where applicants can demonstrate achievement of a unit of study EIA's learning outcomes may grant specified, unspecified or block credits or credit exemptions.

*If you need any further information, please feel free to contact us: admissions@eia.edu.au.

Fees and scholarships

At EIA, we offer a wide range of scholarships and financial support to Australian and International students to help them focus on their studies and achieve their dreams.

14

How to apply

Visit our website www.eia.edu.au/application and follow the step-by-step guide or apply through our authorised agents.

ONLINE
eia.edu.au/apply

CALL
03 9041 3050

For any questions relating to new applications, courses, entry requirements, RPL, or career support, please contact:
enquiries@eia.edu.au

Our website:

Edvantage Institute
AUSTRALIA

Personalise learning experience, succeed in your way