

Industry Snapshot

Business and Management

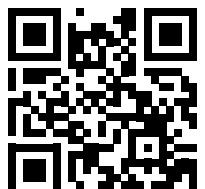


Tina, China

Master of Business Administration / Master of Marketing, 2024

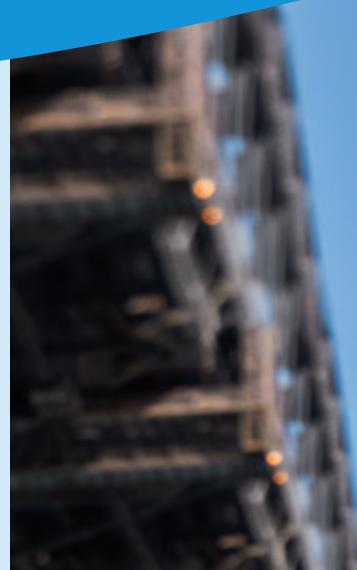


newcastle.edu.au/business-management



Become a global leader

Studying business and management opens doors to a wide array of career opportunities across various industries, including finance, marketing, human resources, tourism, and accounting. These degrees will enable you to develop strategic problem-solving skills that are applicable in diverse roles and positions globally, equipping you with the tools to excel in an interconnected and dynamic professional landscape.



Swati Dave

International Finance and Business Leader
Inaugural Chair, Centre for Australia-India Relations
Deputy Chair, Non-Executive Director
Bachelor of Commerce, 1985

Why study Business and Management

When you choose to study business and management in Australia, you improve your global career prospects.

Most of Australia's principal export partners are in Asia, and a network of 16 free trade agreements gives Australian companies preferential access to these fast-growing markets. As a student, you will be exposed first-hand to these diverse economies and cultures, which is invaluable in an ever-changing and interconnected world.

Australia is the 13th largest economy in the world¹, according to the International Monetary Fund. A strong economy and thriving business sector means there are plenty of job opportunities available for business and management graduates. You will graduate armed with transferrable skills and strong business knowledge, allowing you to enter almost any industry.

Australian business qualifications are also internationally recognised, with accreditation from international bodies like EQUIS² and AACSB³. Australian universities also consistently rank in the top 1% of universities in the world⁴, solidifying its world-class education system.



Newcastle and Hunter Region Snapshot

Future growth and development for the region¹

The region continues to recognise that modern technology and communications are essential to removing barriers and opening opportunities to join the bigger markets through high-tech, creative and knowledge-based industries.

- Planned expansion of Newcastle Airport by 2030 which will see it double, expanding the region's tourism industry and enhancing connections with the Asia-Pacific
- Development advanced manufacturing, defence and aerospace hubs
- Enhance regional linkages to support economic growth through improved transport corridors and freight facilities
- Diversify and grow the energy sector to more energy efficient and renewable energy technologies
- The region's economic success and rapid growth will continue to drive competitiveness and new jobs, creating new roles in Business and Management industries.

Local Business and Management organisations

With engagement being one of the University's core values, the University has cultivated industry and community partnerships that not only benefit students and staff, but also ensure they are central in the regions' growth and prosperity.



ENIGMA





2nd

largest city in NSW, Australia



70,000

Over 70,000 more homes by 2036¹



1.27M

New international airport 1.27 million passengers a year²



427,000

Over 427,000 jobs and growing³



25%

Population growth over the next 20 years³



28%

of regional NSW's total economic output⁴



1 The University of Newcastle

City campus

- Conservatorium
- NUspace
- Q Building
- Watt Space Gallery
- University House
- The University of Newcastle College of International Education

2 Newcastle Interchange
Train/Light Rail

3 I2N Innovation Hub
Located within Q Building

4 Honeysuckle
Waterfront entertainment area

5 The University of Newcastle
Callaghan campus

Newcastle Beach
Patrolled beach

Newcastle Ocean Baths

Light Rail Stop
Beach access

Newcastle Airport
Port Stephens
I2N Innovation Hub
Williamtown

Learning facilities

Our world-class facilities and programs, combined with a strong emphasis on practical experience, ensure that students will graduate with the skills and knowledge necessary to thrive in the ever-evolving business landscape. Our programs are designed to integrate real-world applications, providing students with hands-on experience in addressing contemporary business issues.



5 stars

maximum rating for learning resources¹



NUspace

NUspace is our university's landmark education precinct in the heart of Newcastle's CBD. Harnessing the latest in technology and innovation in teaching and learning, NUspace delivers a world-class student experience.

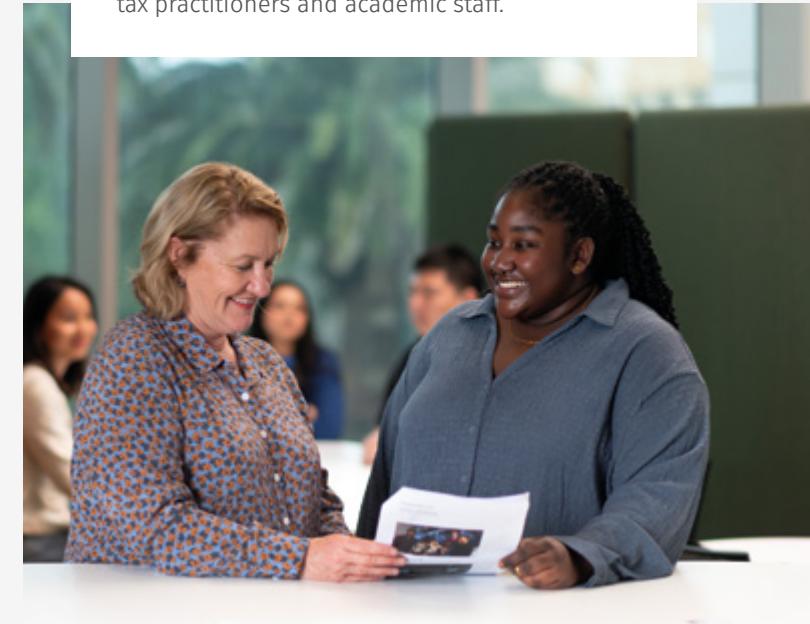


Greater Bank Finance Lab

Located on level 1 of NUspace at our Newcastle City campus, experience our Greater Bank Finance Lab. Explore the lab infrastructure including market simulator, workstations and other technologies which provide students with a hands-on learning experience in our finance and accounting programs.

Newcastle Tax Clinic

Student placements in the Tax Clinic are offered as part of Newcastle Business School's career-ready placements program. Learn how to respond to live clients and meet their needs under the supervision of experienced tax practitioners and academic staff.





Marketing Technology Lab

Located on level 6 of NUspace at our Newcastle City campus, the Marketing Technology Lab is a dedicated space to develop the skills of the next generation of marketing professionals.



Top 175

in the world for
Business and Economics¹



Top 150

in the world for
Business Administration²



Top 100

in the world for Hospitality
and Tourism Management²



Build your career

Recognising the rapidly changing environment our students will enter upon graduation, our education experience will prioritise developing life-ready graduates who are community-minded, resilient, and work-ready.

Emphasising careers in business and management, we will equip you with industry experience enabling you to apply knowledge developed throughout your studies, and acquire new skills and professional networks to support your career readiness.



90.4%

of undergraduate students employed within four months of graduating¹

95.6%

of postgraduate students employed within four months of graduating¹



Scan to learn more about our Career Connect service.



Develop practical skills

Industry work experience is not the only way you will gain practical skills. Most Business and Management programs have a practical orientation, with students learning from case studies of real business scenarios.

Career support

University services like Career Connect link you with over 100 extra-curricular experiences that will help you build additional skills that employers are looking for, such as Communication, Enterprise, Leadership and Teamwork.

Clubs and societies

Get involved with the clubs and societies across our campuses and develop your interpersonal and teamwork skills to stand out from other job candidates. Some of the clubs include the UON Business and Commerce Association, VisCom and YAK Media.





Post-study work opportunities

are available in Australia
after successful completion of study¹

Careers service

Whether it is career counselling, finding job opportunities, job application assistance or interview preparation, the University's Careers Service is here to help. You can also take advantage of CareerHub online, where employers post opportunities for graduate employment, part-time experience, and paid internships.

Connect with industry

There are so many ways to connect with industry and expand your networks while you study. Attend career exhibitions and industry events and meet graduate recruiters to help you transition into the professional world. Access networking opportunities such as iLEAD and make use of the University's strong partnerships with industry. Tap into the University's global alumni network and build relationships to elevate your career.



“I was equipped with ample marketing and communication knowledge to fulfil my responsibilities in my placement. It was exhilarating to practice all these theories in reality.

The gained skills over the placement can only be acquired outside the classroom walls. Work placement has helped me in discovering new skills and leveraging on my existing experiences.”

Charmaine, Philippines

Master of Business Administration (Global)

Part-time work opportunities

Jobs on campus

Working at the University is a great way to earn money and develop your employability skills in a professional workplace. The Jobs on Campus page on the University website advertises a wide range of paid roles throughout the year.

Finding work in Australia

The Finding Work in Australia program is aimed at supporting international students to develop self-awareness, identify opportunities and improve their employability in the Australian market. The program is delivered through a series of three workshops and accompanying online resources. If you join, you will also be invited to book an individual follow-up career consultation to discuss career goals and strategies.

10 Careers and skills

Rafi

Bachelor of Business, Indonesia
Career-Ready placement, Prosperity



Business and management qualifications equip students with valuable expertise and a strong foundation in business principles. This knowledge opens doors to diverse roles across various industries, preparing you to adapt to changes in the economy and job market.

With these qualifications, students have the flexibility to shape their career and follow their passions.



Top 10
university in Australia for
Graduate Employability¹

Top skills in demand

Top Business, Management and Operations Baseline skills in demand in Australia²

- Communication
- Management
- Leadership
- Planning
- Operations
- Problem solving
- Negotiation
- Coordinating
- Detail oriented
- Interpersonal communications
- Customer service
- Influencing skills
- Innovation
- Forecasting
- Research
- Sales
- Governance
- Decision making
- Microsoft office
- Presentations
- Verbal communication skills
- Budgeting

Top Business, Management and Operations Specialised skills in Australia²

- Project management
- Procurement
- Finance
- Contract management
- Supply chain
- Stakeholder management
- Accounting
- Risk management
- Data analysis
- Construction
- Change management
- Key performance indicators (KPIs)
- Marketing
- Process improvement
- Stakeholder engagement
- Construction management
- Auditing
- Financial management
- Agile methodology
- Purchasing
- Business development
- Subcontracting
- Project Management
- Software Development
- Java
- Technical Support
- Budgeting
- Customer Service

¹ The Australian Financial Review Best Universities for Career Outcomes 2023.

² Lightcast LabourInsight (Australia, 12 months to July 2024)

Career-ready placements

Career-ready placements are a compulsory requirement for Undergraduate Business and Management degrees. A career-ready placement enables you to work directly with industry and community partners by undertaking a placement relevant to your area of study through your degree.

Kexin (Hiedi), China
Bachelor of Commerce



Business, Entrepreneurship, Tourism, Accounting and Finance

You will complete a minimum 140-hour placement within the third year of your study. There will be a variety of opportunities available to acquire a placement in your desired career field, including business analysis, consulting, project management, marketing, and business development, to name a few.

These opportunities are available through a range of private business, government, not-for-profit organisations, small and medium-sized enterprises (SME's), and start-ups.

Benefits of a career-ready placement

One of the key benefits of a career-ready placement is its positive impact on employability, offering valuable opportunities to:

- Become job-ready
- Learn from sector-leading professionals
- Build professional contacts and networks
- Develop discipline-specific skills and knowledge through hands on exposure in the workplace
- Explore future career options
- Gain insights into the professional attitudes and attributes necessary for the jobs of the future
- Develop a competitive edge in the global employment marketplace.

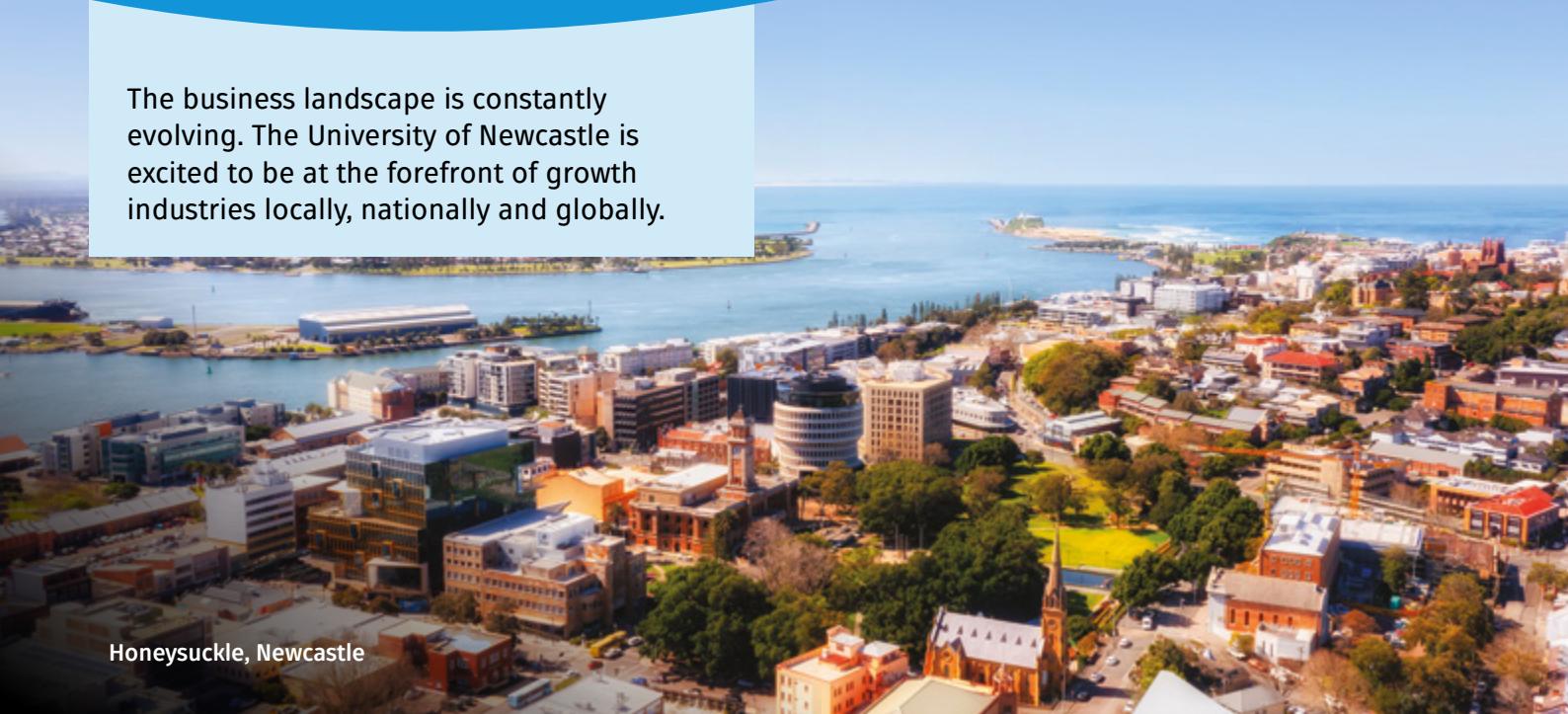


Watch Kexin's video

Growing industries

The business landscape is constantly evolving. The University of Newcastle is excited to be at the forefront of growth industries locally, nationally and globally.

Honeysuckle, Newcastle



Tourism, Hospitality and Events

The tourism industry has been identified as one of Australia's 'high growth' industries and has a current job shortage, with a record 423,500 positions unfilled across tourism, hospitality and events¹. As part of a plan to address the labour shortages that plague the tourism sector, we are excited to announce plans to launch an International Hotel School in Newcastle.

Innovation and Startups

Innovation and entrepreneurship are at the forefront of economic growth both in Australia and internationally. A maturing innovation ecosystem is emerging in the Hunter, providing opportunities for SMEs, startups and scale-ups to test and trial. The University of Newcastle is excited to support new businesses and entrepreneurs through its I2N program and degrees.

Professional Accounting

Accounting qualifications do not just provide you with strong knowledge of accounting. You will also develop skills in management and strategic problem solving. Achieving the requirements of the Master of Professional Accounting and the Master of Professional Accounting (Advanced) means you meet the eligibility requirement for entry into CPA Australia, CA Australia and New Zealand and the Association of Chartered Certified Accountants (ACCA).

Health Management and Policy

In response to the challenging and ever-changing healthcare landscape, the University of Newcastle offers CIFAL-certified health management, and policy programs that integrate business, social sciences, data analytics, leadership, and policy evaluation. These programs are accredited by the Australasian College of Health Service Management and approved by the Royal Australasian College of Medical Administrators (RACMA), addressing the evolving healthcare landscape.



Find out more information about The Newcastle International Hotel School.

Accreditation and affiliation

Newcastle Business School has received numerous national and international accreditations.

The benefits of accreditation with AACSB include:

- Improved student and teaching experience
- A complement to our evidence-based approach
- The prestige of the accreditation

The benefits of accreditation with EQUIS include:

- Improved student and teaching experience
- The prestige of the accreditation



The University of Newcastle's Newcastle Business School is in the top 4 business schools in NSW, accredited by both EQUIS and AACSB.



Average Industry Salaries

In Australia, median salary rates for business and management roles vary, reflecting the diverse nature of the field. Positions in finance, marketing, and human resources typically offer competitive remuneration, with median salaries ranging from A\$65,000 to over A\$165,000 annually.



Kiran, India
Master of Applied Finance (Advanced)

Human Resources

Role	Salary Average (AUD)
Human Resources Coordinator	\$80,450 ¹
Recruiter	\$84,348 ¹
Workplace Relations Officer	\$86,424 ²
Human Resources Specialist	\$94,600 ¹
Compensation Analyst	\$99,399 ¹
Benefit Specialist	\$107,717 ¹
Management Consultant	\$107,484 ²
Human Resources Manager	\$114,513 ¹
Human Resources Business Partner	\$118,750 ¹
Director of Human Resources	\$163,967 ¹

Finance

Role	Salary Average (AUD)
Controller	\$81,704 ¹
Financial Accountant	\$97,939 ¹
Actuary	\$107,120 ²
Accounting Manager	\$124,534 ¹
Financial Planning and Analysis Analyst	\$126,167 ¹
Finance Manager	\$129,324 ¹
Financial Controller	\$146,480 ¹
Director of Financial Planning and Analysis	\$158,592 ¹
Director of Finance	\$159,742 ¹
Head of Finance	\$165,223 ¹

¹ indeed.com. ² Good University Careers Guide 2024.

Salary figures were accurate at the time of publication. Actual compensation may vary based on role, location, and market conditions.

Business, Sales and Administration

Role	Salary Average (AUD)
Events Coordinator	\$70,044 ²
Business Administrator	\$71,615 ¹
Sales Representative	\$72,672 ¹
Office Manager	\$75,963 ¹
Business Development Representative	\$76,101 ¹
Data Administrator	\$78,000 ¹
Business Support	\$81,808 ¹
Account Manager	\$88,144 ¹
Market Researcher	\$90,324 ²
Advertising Account Executive	\$90,324 ²
Junior Business Manager	\$90,670 ¹
Data Analyst	\$93,539 ¹
Records Officer	\$94,224 ²
Business Systems Analyst	\$102,189 ¹
Business Analyst	\$103,637 ¹
Business Development Manager	\$103,637 ¹
Business Consultant	\$104,349 ¹
Financial Planner	\$105,924 ²
Management Consultant	\$115,000 ¹
Business Manager	\$118,156 ¹
Management Analyst	\$119,922 ¹
Senior Business Manager	\$124,064

Marketing and Communications

Role	Salary Average (AUD)
Marketing Assistant	\$60,970 ¹
Social Media Coordinator	\$69,697 ¹
Marketing Coordinator	\$73,550 ¹
Content Writer	\$73,574 ¹
Marketing Executive	\$76,035 ¹
Marketing Specialist	\$77,953 ¹
Social Media Specialist	\$78,145 ¹
Sales and Marketing Manager	\$80,474 ¹
Social Media Manager	\$81,043 ¹
Digital Marketer	\$84,372 ¹
Marketer	\$85,893 ¹
Communications Officer	\$87,194 ¹
Director of Public Relations	\$93,888 ¹
Communications Coordinator	\$94,502 ¹
Communications Specialist	\$95,382 ¹
Internal Communications Executive	\$99,665 ¹
Marketing Manager	\$102,005 ¹
Marketing Communications Manager	\$110,783 ¹
Communications Manager	\$117,307 ¹

Fastest-growing Business and Management jobs

The job market is shifting toward skills-based hiring and hybrid work arrangements, requiring business leaders to prioritise talent management, organisational agility, and strategic planning.

Australia¹

Career	Desired skills
Workplace Specialist	Security Information and Event Management, Incident Response, Cybersecurity.
Buyer's Agent	Terraform, Amazon Web Services (AWS), Continuous Integration and Continuous Delivery (CI/CD).
Diversity And Inclusion Specialist	IT Integration, Amazon Web Services (AWS), Python .
Growth Specialist	Power Distribution, AutoCAD, Electrical Wiring.
Employee Relations Specialist	Extract, Transform, Load (ETL), Apache Spar.
Partnerships Coordinator	Stakeholder Engagement, Community Engagement, Partner Relationship Management
Customer Success Specialist	Customer Support, Customer Relationship Management, Customer Journey Mapping
Chief People Officer	HR Strategy, Organisational Culture, Strategic Human Resource Planning
Corporate Communications Manager	Crisis Communications, Internal Communications, Stakeholder Engagement
Chief Product Officer	Product Management, Product Design, Product Strategy

India²

Career	Desired skills
Closing Manager	Sales and Marketing, Negotiation
Influencer Marketing Specialist	Influencer marketing, social media marketing, digital marketing
Design Specialist	Canva, Python, Graphic design
Recruiter	Recruiting, Sourcing, Screening resumes
Sales Development Representative	Lead generation, Cold calling, Inside sales
Demand Generation Associate	Demand generation, Lead generation, Email marketing
Growth Manager	Growth strategies, Go-to-marketing strategy, Growth hacking
Investor Relations Manager	Investor relations, Financial modelling, Financial analysis
Client Advisor	Client Relations, Customer Relationship Management (CRM), Sales
Creative Strategist	Creative Strategy, Content Strategy, Copywriting
Chief Revenue Officer	Revenue & Profit Growth, Go-to-Market Strategy, Strategic Partnerships
Chief Revenue Officer	Marketing Campaign Management, Campaign Strategies, Email Marketing
Media Buyer	Media Buying, Pay Per Click (PPC), Digital Marketing

1 LinkedIn Jobs on the Rise 2024: 25 Australian in-demand roles.

2 LinkedIn Jobs on the Rise 2024: The 25 most in-demand roles in India.

Middle East, North Africa³

Career	Desired skills
Human Resources Operations Specialists	HR policies, HR management, HR operations
Partnership Specialist	Strategic partnerships, partner relationship management, business development
Project Management Specialist	Project management office (PMO), project planning, project coordination
Content Creation	Creative content creation, video editing, social media marketing
Talent Acquisition Specialist	Recruiting, sourcing, talent management
Procurement Contract Specialist	Contract management, contract negotiation, procurement contracts
Mortgage Advisor	Mortgage lending, residential mortgages, banking
Private Client Advisor	Retail banking, credit, financial advisory
Growth Manager	Growth strategies, growth hacking, search engine optimization (SEO)
Sales Development Representative	Cold calling, lead generation, business-to-business (B2B)

Southeast Asia⁴

Career	Desired skills
Sales Development Representatives	Lead Generation, Sales Prospecting, Business Development
Content Planner	Copywriting, Content Strategy, Social Media Marketing
Talent Acquisition Specialists	Recruiting, Interviewing, Employer Branding
Business Development Representatives	Lead Generation, Business Development, Cold Calling
Consumer Insights Analyst	Microsoft Power BI, Business Insights, Data Visualization
Growth Manager	Growth Hacking, Digital Marketing, Google Analytics
User Experience Writers	User Experience (UX), Copywriting, Content Strategy
Career Specialist	Career Development, Recruiting, Public Speaking
Account Management Specialist	Account Management, Marketing Strategy, Negotiation
Media Analyst	Media Analysis, Media Monitoring, Data Analysis

China⁵

Career	Desired skills
Strategic Manager	Understanding of business operations and procedures; Communication and interpersonal skills; Organizational skills; Research and analysis; Project management; Leadership; Strategic thinking and problem-solving
Financial Analysis Manager	Financial and business analysis; Data-driven thinking; Strong business acumen; Business collaboration; Financial/budget management and forecasting; System implementation
Digital Marketing Manager	Creative thinking; Budgeting; Trend and insight analysis; Leadership; Collaboration; Strong knowledge of website analytics tools; Data-driven thinking
E-commerce Specialist	E-commerce, online business management, product promotion, data analysis, strategic planning, social media, content marketing
Digital Marketing Specialist	Copywriting, content operations, content strategy, new media operations, data analysis, online advertising, SEM (Search Engine Marketing), digital marketing, SEO (Search Engine Optimization), digital strategy, integrated marketing, market research
Data Analyst Specialist	Data analysis, Python, market/business analysis, industry research, SQL, Apache Spark, Hadoop, Hive, Tableau, machine learning
International Trade Specialist	International trade/import-export related knowledge and laws/regulations, business English, negotiation, new business development, sales management, marketing, customer loyalty management
Financial Advisor	Investment/financial analysis, wealth management, financial services, financial modeling, valuation, industry research, accounting, international trade, customer service, data analysis
HR Manager	Recruitment, data analysis, employee relations, human resource management, training, performance management, executive recruitment, interviewing

³ LinkedIn Jobs on the Rise 2024: 15 (Saudi and UAE) roles that are growing in demand. ⁴ LinkedIn Jobs on the Rise 2024: 15 (Saudi and UAE) roles that are growing in demand.

⁵ 2024 Emerging Job in China Mainland, LinkedIn China: 2021-emerging-job-report.

International scholarships

We are proud to offer both affordable tuition fees alongside competitive scholarships to support students in their studies. Scholarships can reduce the cost of tuition making the University of Newcastle one of the more affordable options to study in Australia.



Find out more about scholarships.

"With this scholarship, my educational loan amount was drastically reduced. The fact that I am a scholarship student from the university will also help me boost my resume and open a lot more doors to my professional career after my course."

Nikhil, India

Master of Business Administration/
Master of Marketing



20% Scholarship tuition fee waiver*

International Excellence Scholarship

The International Excellence Scholarship* celebrates academic excellence and supports your journey to success with ongoing financial assistance.

The scholarship is awarded annually, based on 20% of the gross international tuition fee, and is calculated per course under a standard full-time study load (80 units), with the unit value varying depending on your specific program.

Student support

19

We offer a comprehensive range of support services designed to meet the diverse needs of all our students, whether you are under 18, identify as LGBTQIA+, have joined us from overseas, or are just down the road - we are here to help.



Learn more about support on campus.

Academic support

AskUON is your go-to for enrolment advice, academic progress, and visa information. Our Learning Advisors offer workshops and resources to enhance your study skills, including English language support.

Peer support

Join Peer Assisted Study Sessions (PASS) to collaborate with classmates either face-to-face or online.

NUmates

Find friends and build community when you join our NUmates program, a social group specifically for international students.

Health and wellbeing support

Medical centres are available at our Newcastle Callaghan and Ourimbah campuses, as well as additional services like pharmacies and physiotherapy clinics. Free counselling is also available, including online options for Sydney and Singapore.

International student support

Our specialised team offers comprehensive services to support international students academically, socially, and pastorally.



Religious support

Our Chaplaincy team offers spiritual care across various faiths, with prayer facilities available on all campuses.

Career assistance

The Careers Service provides workshops, practise interviews, and resume updates to prepare you for your future career. Our UniCrew and iLEAD programs provide opportunities to build skills to transition into the workforce.

"I found student accommodation to be all inclusive. I don't have to worry about the frills of bills. I liked being part of the community and always have the in on the happenings around campus."

Evie, Vietnam
Bachelor of Business Analytics



Visit this
study area



Degrees to help you reach your full potential

At the University of Newcastle, our degrees in business and management are designed to give you the knowledge and understanding needed for your future career, equip you with the in-demand skills to make you more employable and create opportunities for you to apply these in real-world settings with experts from our region.



Tony, Philippines
Master of Business Administration /
Master of International Business



Top 150

in the world for Business Administration¹



91.2%

of undergraduate Business and Management graduates found employment within four months²



94.7%

of postgraduate Business and Management graduates found employment within four months³

Our Business School is in the top 4 business schools in NSW, accredited by both EQUIS and AACSB.



Bachelor of Business

CRICOS code	001133A
Duration	3 years full-time
Locations	Newcastle – City Central Coast – Gosford
Indicative annual fee	2026 A\$40,540 2027 A\$42,567
IELTS	IELTS overall minimum – 6.0 IELTS section minimum – 6.0
Intake	S1, S2

Course overview

Our program equips students with practical skills and attributes that are highly valued by employers across various disciplines, including innovation and entrepreneurship, human resource management, leadership and management, marketing, industrial relations, and international business.



[Learn more >](#)

Bachelor of Commerce

CRICOS code	001603J
Duration	3 years full-time
Locations	Newcastle – City Central Coast – Gosford
Indicative annual fee	2026 A\$40,565 2027 A\$42,593
IELTS	IELTS overall minimum – 6.0 IELTS section minimum – 6.0
Intake	S1, S2

Course overview

The Bachelor of Commerce is a practical and flexible degree, with core courses designed to give you a thorough overview of business and commerce environments, before you specialise in accounting, economics, or finance.



[Learn more >](#)

Master of Business Administration (Global)

CRICOS code	096747G
Duration	2 years full-time
Locations	Newcastle – City
Indicative annual fee	2026 A\$41,395 2027 A\$43,465
IELTS	IELTS overall minimum – 6.5 IELTS section minimum – 6.0
Intake	T1, T2, T3

Course overview

This program will develop your global mindset and improve knowledge and skills in business management, decision making, marketing, organisational behaviour, accounting and finance, strategy management and international business.



[Learn more >](#)

Master of Health Management and Policy

CRICOS code	118237K
Duration	1 year full-time
Locations	Newcastle – City Online
Indicative annual fee	2026 A\$45,350 2027 A\$47,618
IELTS	IELTS overall minimum – 6.5 IELTS section minimum – 6.0
Intake	T1, T2, T3

Course overview

This program will provide students with a unique set of multidisciplinary skills needed to address the complex challenges faced by the increasingly dynamic healthcare industry. Students will have the opportunity to focus on courses in health economics and policy, health management and leadership, health analytics and informatics.



[Learn more >](#)

Master of Marketing and Digital Strategy

CRICOS code	117171J
Duration	1 year full-time
Locations	Newcastle – City Online
Indicative annual fee	2026 A\$47,520 2027 A\$49,896
IELTS	IELTS overall minimum – 6.5 IELTS section minimum – 6.0
Intake	T1, T2, T3

Course overview

This program is comprehensive, contemporary and practical. It equips you with digital transformation skills and data-driven insights to promote socially responsible marketing, fostering a strategic and entrepreneurial mindset.



[Learn more >](#)

Master of Professional Accounting (Advanced)

CRICOS code	065471J
Duration	2 years full-time
Locations	Newcastle – City Sydney
Indicative annual fee	2026 A\$43,305 2027 A\$45,470
IELTS	IELTS overall minimum – 6.5 IELTS section minimum – 6.0
Intake	T1, T2, T3

Course overview

A Master of Professional Accounting (Advanced) equips graduates with the knowledge and skills to succeed as a professional accountant and as a financial manager across the globe. This program is for people with an educational background, other than accounting, who may want to seek entry into the globally recognised professional accounting bodies' membership program.



[Learn more >](#)

Business and Management

	CRICOS	Duration (Years, semesters or trimesters)	Location	Intakes	IELTS Overall Minimum/ Section Minimum	2026 indicative annual fee A\$	2027 indicative annual fee A\$
Undergraduate programs							
Bachelor of Business*	001133A	3 years	NC, G	S1, S2	6.0/6.0	\$40,540	\$42,567
Bachelor of Business / Bachelor of Commerce	029749E	4 years	NC, G	S1, S2	6.0/6.0	\$40,510	\$42,536
Bachelor of Business / Bachelor of Media and Communication	116624D	4 years	NC	S1, S2	6.5/6.0	\$41,605	\$43,685
Bachelor of Business Analytics	102641G	3 years	NC	S1, S2	6.0/6.0	\$41,110	\$43,166
Bachelor of Commerce*	001603J	3 years	NC, G	S1, S2	6.0/6.0	\$40,565	\$42,593
Bachelor of Commerce / Bachelor of Business Analytics	102643E	4 years	NC	S1, S2	6.0/6.0	\$40,965	\$43,013
Bachelor of Tourism, Hospitality and Events	111384M	3 years	NC, G	S1, S2	6.0/6.0	\$40,705	\$42,740
Postgraduate programs							
Graduate Certificate in Business Administration	022956K	2 trimesters	NC, S	T1, T2, T3	6.5/6.0	\$22,880	\$24,024
Graduate Certificate in Fintech	117173G	2 trimesters	NC	T1, T2, T3	6.5/6.0	\$22,500	\$23,625
Graduate Certificate in Health Management and Policy	118238J	2 trimesters	NC	T1, T2, T3	6.5/6.0	\$23,165	\$24,323
Graduate Certificate in Human Resource Management	027432J	2 trimesters	NC	T1, T2, T3	6.5/6.0	\$23,210	\$24,371
Graduate Certificate in Marketing and Digital Strategy	117170K	2 trimesters	NC	T1, T2, T3	6.5/6.0	\$23,760	\$24,948
Graduate Certificate in Professional Accounting	065470K	2 trimesters	NC, S	T1, T2, T3	6.5/6.0	\$19,355	\$20,323
Graduate Certificate in Sports Analytics	117629B	2 trimesters	S	T1, T3	6.5/6.0	\$23,345	\$24,512
Master of Business Administration	102238G	4 trimesters	NC, S	T1, T2, T3	6.5/6.0	\$46,035	\$48,337
Master of Business Administration (Global)	096747G	6 Trimesters	NC	T1, T2, T3	6.5/6.0	\$41,395	\$43,465
Master of Business Administration (Global) / Master of Science (Data Analytics)	0101396	6 trimesters	NC	T1, T2, T3	6.5/6.0	\$43,320	\$45,486
Master of Business Administration / Master of Fintech	117175E	6 trimesters	NC	T1, T2, T3	6.5/6.0	\$45,665	\$47,948
Master of Business Administration / Master of Human Resource Management	084247D	6 trimesters	NC	T1, T2, T3	6.5/6.0	\$45,975	\$48,274
Master of Business Administration / Master of International Business	084248C	6 trimesters	NC	T1, T2, T3	6.5/6.0	\$46,595	\$48,925
Master of Business Administration / Master of Marketing and Digital Strategy	117172H	6 trimesters	NC	T1, T2, T3	6.5/6.0	\$47,015	\$49,366
Master of Fintech	117174F	4 trimesters	NC	T1, T2, T3	6.5/6.0	\$45,920	\$48,216
Master of Fintech (Advanced)	118244M	4 trimesters	NC	T1, T2, T3	6.5/6.0	\$46,130	\$48,437
Master of Health Management and Policy	118237K	4 trimesters	NC	T1, T2, T3	6.5/6.0	\$45,350	\$47,618
Master of Health Management and Policy (Global)	118241C	6 trimesters	NC	T1, T2, T3	6.5/6.0	\$44,575	\$46,804
Master of Health Management and Policy / Master of Business Administration	118239H	6 trimesters	NC	T1, T2, T3*	6.5/6.0	\$45,630	\$47,912
Master of Human Resource Management	102239F	4 trimesters	NC	T1, T2, T3,	6.5/6.0	\$46,385	\$48,704
Master of International Business	102240B	4 trimesters	NC	T1, T2, T3	6.5/6.0	\$46,485	\$48,809
Master of International Sports Business	117631H	3 trimesters	S	T1, T3	6.5/6.0	\$47,520	\$49,896
Master of International Sports Business / Master of Sports Analytics	117632G	6 trimesters	S	T1, T3	6.5/6.0	\$47,495	\$49,870
Master of Marketing and Digital Strategy	117171J	3 trimesters	NC	T1, T2, T3	6.5/6.0	\$47,520	\$49,896
Master of Professional Accounting	059999E	4 trimesters	NC, S	T1, T2, T3	6.5/6.0	\$38,710	\$40,646
Master of Professional Accounting (Advanced)	065471J	6 trimesters	NC, S	T1, T2, T3	6.5/6.0	\$43,305	\$45,470
Master of Professional Accounting / Master of Business Administration	096750A	6 trimesters	NC, S	T1, T2, T3	6.5/6.0	\$45,205	\$47,465
Master of Sports Analytics	117630J	3 trimesters	S	T1, T3	6.5/6.0	\$47,470	\$49,844

KEY FOR LOCATIONS

NC Newcastle – City
N Newcastle – Callaghan
CC Central Coast – Ourimbah

G Central Coast – Gosford
S Sydney

KEY FOR INTAKES

S1 Semester 1
S2 Semester 2
T1 Trimester 1
T2 Trimester 2
T3 Midyear Session

Accelerated degree options available based on individual student backgrounds.

* This program is an honours only program. Please visit the University website for admission requirements.

* End-on Honours is a separate and additional year of study following the completion of a bachelor degree. This is a very different experience to the earlier years of study. There are fewer formal classes and more individual work. Honours can be course work based, research based, or a combination of the two. Admission requirements for End-On Honours vary by program, but often require a minimum GPA.

> Depending upon admission qualification - duration of program will alter.

How to apply

Apply early to secure your place. Late applications will be deferred to the next available intake. Start your journey at the University of Newcastle in just a few easy steps. Scan the QR code to find out more.

1

Find your agent

The University of Newcastle has a list of education agents that are located around the world and are able to assist you with your application.



Students from some regions are required to lodge their applications via education agents as direct applications will not be accepted.

6

Assessment

Your application will be assessed to determine if you meet the academic, English proficiency and any other relevant requirements for admission to the University and your desired program.

Outcome

You will be notified of the outcome of your application via email. If your application is successful, you will receive an offer letter from the University.

7

2

Program handbook

Check out the program handbook for your preferred degree.



3

Review what you need to apply



4

Check key dates



5

Register on the portal and complete the online form.

If applying without an agent, upload coloured copies of all supporting documentation.

8

Accept your offer

Log in to the portal to accept your offer, upload your signed acceptance form, and pay the deposit using the link provided in your offer letter.

9

Receive your CoE

You will receive an email confirming your acceptance, along with instructions to activate your student account. This email will also include your Confirmation of Enrolment (CoE), which you will need to apply for your student visa.

10

Apply for your visa



Newcastle Callaghan Campus

University Drive,
Callaghan NSW 2308

Newcastle City Campus

NUspace

Corner Hunter and
Auckland Streets,
Newcastle NSW 2300

Q Building

16B Honeysuckle Drive,
Newcastle NSW 2300

Conservatorium of Music

Corner Auckland and
Laman Streets,
Newcastle NSW 2300

Central Coast Campus

Ourimbah

Chittaway Road,
Ourimbah NSW 2258

Gosford Hospital

77 Holden Street,
Gosford NSW 2250

Gosford Central

305 Mann Street,
Gosford NSW 2250

Sydney City Campus

55 Elizabeth Street,
Sydney NSW 2000

Singapore Campus

#13-01/02
National Library Building
Singapore 188064

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