



**Southern Cross
University**

Unique selling propositions for SCU (Partnership) **Offshore**

Southern Cross University (SCU) is a multi-campus public university with dynamic teaching and learning research credentials.

Our three campuses are based in the central business districts of Sydney, Melbourne and Perth.

SCU offers students more than just a qualification, we offer a real-world educational experience.

At SCU, our students are equipped to live a life of value and are encouraged to be effective, global citizens. We do this by creating personalised, engaging learning experiences and by applying knowledge in partnership with our local communities, who work in study fields that are locally relevant yet globally significant.

SCU knows that students need more than just a degree in today's fast-paced and changing world. Students need relevant skills, meaningful study experiences and quality teaching to set themselves up for the global workplace.

With a Southern Cross University qualification, students can look forward to a successful, exciting and forward-thinking future.

1

SCU rankings and ratings

- **Ranked in the top 100 universities in the world under 50 years old**
(2018 Times Higher Education Young University Rankings)
- **Number 1 in Australia for overall international student support**
(2018 International Student Barometer)
- **Ranked higher than the national average for overall student satisfaction, teaching and skills development**
(Undergraduate & Postgraduate Course Experience Questionnaire 2017-2018, Quality Indicators for Learning and Teaching)
- **Rated 5 stars for student support, teaching quality and social equity**
(The 2019 Good Universities Guide)
- **World standard or above in 23 key research areas**
(Excellence in Research for Australia (ERA) 2018 national report).

Undergraduate Ranking/Stats:

- We rate higher than the national average for teaching quality, student support and learning resources (Undergraduate Student Experience Survey 2017-2018, Quality Indicators for Learning and Teaching)
- We rate higher than the national average for overall student satisfaction, teaching and skills (Undergraduate Course Experience Questionnaire 2017-2018, Quality Indicators for Learning and Teaching)
- Our undergraduate alumni earn a higher median salary than the national average, with a median salary of \$62,400 per year (Undergraduate Graduate Outcomes Survey 2016-2018, Quality Indicators for Learning and Teaching).

Postgraduate Ranking/Stats:

- We rate higher than the national average for teaching quality, student support, skills development and overall quality of educational experience (Postgraduate Student Experience Survey 2017-2018, Quality Indicators for Learning and Teaching)
- We rate higher than the national average for overall student satisfaction, teaching and skills (Postgraduate Course Experience Questionnaire 2017-2018, Quality Indicators for Learning and Teaching)
- Our postgraduate alumni earn a higher median salary than the national average, with a median salary of \$91,200 per year (Postgraduate Graduate Outcomes Survey 2016-2018, Quality Indicators for Learning and Teaching).

2

Small class sizes and personalised teaching

SCU's lecture class sizes are small when compared to other Australian universities. This unique and personalised approach gives students the opportunity to be involved in group discussions with their lecturers and peers, which is not always the case in a large university environment.

Students receive lots of one-on-one contact time with their teachers, who provide individual feedback and proactive advice, to ensure that each student reaches their full potential.

Our student-friendly and multicultural classroom environments aim to bring out the best in every student.

3

Experienced lecturers with up-to-date industry experience

SCU teaching staff have first-rate academic qualifications with a minimum masters-level qualification, as well as extensive industry experience.

They are industry trained professionals who are up-to-date with the latest industry standards and trends, and they pass this insider knowledge onto their students.

This ensures students are receiving an education that is both practical and relevant.

Work Integrated Learning support and industry engagement form a significant part of the SCU curriculum. Students don't just graduate with a qualification, they graduate with the right support, allowing them to get the essential industry exposure they need to secure their future dream job.

Our career counsellors offer a free service covering all areas of career readiness and employment search.

4

Supportive and personalised International student support

At SCU you are not just a number. To us, every student matters, and our free and personalised international student support services on-campus are there to give students the guidance they need to adjust positively to Australian university life.

All of our branch campuses have student welfare counsellors on hand, who meet with students and run free workshops on a diverse range of topics, from mindfulness to culture shock and managing exam stress.

Our careers counsellors run excellent workshops too, preparing students for the demands of the Australian workplace by offering workshops on resume writing, interview skills and employer networking, just to name a few!

SCU also has student experience officers, who run year-round social and cultural events as well as offering exciting excursions to famous local landmarks. These experiences are a great way for students to connect with their fellow peers and to meet other students from all around the world.

In terms of academic support, SCU students can opt to attend our free Academic Skills Workshops that are held on a regular basis on all campuses. Our learning advisers run different workshops throughout the year, from how to improve your academic writing and referencing skills, to the all-important exam preparation.

5

Flexible timetables mean more work/life balance

SCU offers a unique trimester study model at all three branch campuses in Sydney, Melbourne and Perth.

The 3 unit (first trimester) + 3 unit (second trimester) +2 unit (third trimester) academic year learning module gives students more flexibility with how they study and when.

Our trimester system allows students to balance work and study by spreading the study load across three trimesters. Students can also fast-track their studies, allowing them to complete their degree earlier.*

This non-traditional and specialised approach to learning means that students can combine online study with classroom contact hours in a way that suits them, with some students electing to be on campus for only 2 to 3 days per week.

*Students need to provide satisfactory academic results and submit the overloading application for approval.

6

Offering maximum credit transfers from International and Australian Universities

SCU supports students who want to transfer credits from a previous public or private provider into an SCU course.

We consider both onshore (Australian) and offshore (International) qualifications for Advanced Standing, which means you could end up completing your SCU course in a shorter time frame.

Undergraduate students can have a maximum of 16 credit units granted towards their qualification and postgraduate students can have a maximum of 8 credit units granted.

7

Simple academic entry requirements

At SCU we want to give every student the opportunity to gain a quality education, so we offer interviews to students who may not meet the academic entry requirements to enter directly into one of our courses.

The minimum academic pass rate to be considered for an interview is 25% for undergraduate students, and 30% for postgraduate students.

- If a student's pass rate is more than 50%, then SCU can accept the student directly.
- If a student's pass rate is in the range of 25% to 49%, then a Statement of Purpose (SOP) is required.

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Simple admission entry requirements

- Offshore applicants who have provided a complete application and who do not require advanced standing can expect a 3–5 day turnaround time for a full offer
- Temporary Graduate Visa holders (Subclass 485), Tourist Visa holders (Subclass 600) or Working Holiday Visa holders (Subclass 417) are classified as onshore students for admission purposes
- Undergraduate students can apply to SCU's MBA course without previous work experience
- Diploma students can apply to a postgraduate SCU course if they have 5+ years of relevant work experience.

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Flexible and affordable education

SCU offers a high-quality education at an affordable price, with attractive scholarships and low deposit options.

Scholarship opportunities:

- We have a range of scholarships available that new students can apply for. Availability and eligibility of these can be discussed 1:1 between our agent partners and appropriate SCU relationship manager.
- Ongoing scholarships: All SCU students can apply for the \$5000 'Nathan Asher Scholarship' if they have achieved an average academic score of 75% or over for the relevant session period.

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Connected to industry through professional accreditation

The following SCU courses are accredited or endorsed by one or more of the following professional bodies.

Undergraduate Business courses

Course	Professional Body
Bachelor of Business Accounting major	<ul style="list-style-type: none"> • CPA Australia* • Chartered Accountants Australia and New Zealand (CAANZ)* • Institute of Public Accountants (IPA) ^
Bachelor of Business Finance major	Aligned with the Australian Securities and Investments Commission (ASIC) RG146 accreditation requirements. Southern Cross University provides authorised assessment for certification.
Bachelor of Business Marketing major	<ul style="list-style-type: none"> • Australian Market and Social Research Society (AMSRS)^ • Australian Marketing Institute (AMI)^
Bachelor of Business Any major	Australian Institute of Management (AIM)^
Bachelor of Business Administration	<ul style="list-style-type: none"> • Australian Marketing Institute (AMI)^ • Australian Institute of Management (AIM)^

Legend: * Accredited by # Endorsed By ^ Eligible to apply for admission

Postgraduate Business courses

Course	Professional Body
Master of Business Administration	Australian Institute of Management (AIM)^
Master of Professional Accounting	<ul style="list-style-type: none"> • Chartered Accountants Australia and New Zealand (CAANZ)* • CPA Australia* • Institute of Public Accountants (IPA)^

Legend: * Accredited by # Endorsed By ^ Eligible to apply for admission

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The interconnected campus library

Students can use their student IDs to log in to SCU's main campus library to search and request books and learning materials. All requested items will be delivered to the student's campus or branch campus of their choice, and they will be ready for collection under the student's name.

This is a free service so students just need to ensure that they are posting the requested items back by the due date.

Unique selling propositions for each branch campus

As we have campuses located in the central business districts of three of Australia's top cities (Melbourne, Sydney, and Perth), students have the ability to apply for transfer between cities should they desire. The courses delivered are the same in each state, which means, provided students meet necessary conditions, there is an ease of transfer across campuses.

MELBOURNE BRANCH CAMPUS:

Study in one of the world's most liveable cities

Melbourne has consistently been ranked the World's Most Liveable City by the Economic Intelligence Unit and it's not hard to see why, with world-class infrastructure, unparalleled arts and culture and vibrant multiculturalism, Melbourne is a city that entices visitors from all around the world.

Often described as the cultural heart of Australia, Melbourne is famous for its creative arts, live music festivals, infamous street art, rooftop bars, hidden laneways, addictive coffee culture and its booming cafe and restaurant scene.

These impressive cultural credentials attract some of the world's biggest sporting and artistic events to the city, like the Australian Open, the Australian Grand Prix, the Melbourne Cup Horse Race, the Melbourne International Comedy Festival and the Melbourne International Film Festival, proving that there's always something happening on Melbourne's social calendar!

Shopping in Melbourne is quirky and unique. Many independent designers flock to the local neighbourhoods of Fitzroy, Brunswick and St Kilda, and shopping in these areas feels like you are visiting amazing local design galleries. The high-end fashion brands don't lose out either, with Collins Street in the city centre delighting window shoppers everywhere.

Living in Melbourne means that you'll get to see lots of natural beauty too, with access to some of Australia's most spectacular, picture-worthy sights only a car ride away, like the Great Ocean Road, Yarra Valley, Phillip Island and St Kilda Beach.

Melbourne is also one of Australia's most diverse cities, with 140 different cultures living and working harmoniously in the city.

Our 7-level Melbourne Branch Campus is located in the heart of Melbourne City on Lonsdale St, which is only a 5-minute walk to all of the main train, tram and bus stations.

Melbourne facts:

- Melbourne is the #1 best student city in Australia and the #3 best student city in the world (2018 QS Best Student Cities).
- VicFreeWiFi: The Victorian Government offers free wifi across Melbourne's CBD
- #1 Best Large City for Major Sporting Events (2018 SportBusiness Large City Category)
- Tram travel is free in Melbourne's CBD due to the Free Tram Zone
- Melbourne is home to the world's largest tram network!
- Melbourne is a UNESCO City of Literature

For more information visit: studymelbourne.vic.gov.au

SYDNEY CAMPUS:

Study in Australia's most picturesque city!

Sydney is Australia's largest city, famous for its sparkling harbour and postcard-worthy Opera House. With historic architecture, iconic tourist hotspots and great shopping from the world's biggest brands to the historical Rocks Markets, you'll never run out of things to do in this exciting city.

Everywhere you turn in Sydney's Central Business District there is a spectacular waterfront view. It's this connection with the water that makes Sydney one of the most picturesque cities in Australia.

Sydney is also home to 40% of the top 500 Australian corporations, making Sydney the business capital of Australia.

Our Sydney Branch Campus is conveniently located in the centre of Sydney, and it's only a 5-minute walk to the Central Train Station and the brand-new CBD Light Rail.

At Sydney's Branch Campus our multicultural team is fully dedicated to assist and support international students. The diverse nationality mix of staff from Australia, China, Korea and India, means that you will have expert staff on-campus who speak your language and can easily assist you.

Sydney facts:

The NSW International Student Welcome Desk at Sydney Airport is located beside the Airport Ambassador's desk in Arrival Hall A at the International Terminal. Volunteers greet students and offer accommodation and transport advice!

For more information visit: www.study.sydney

PERTH BRANCH CAMPUS:

Study in Australia's sunniest capital city!

Perth is the capital city of Western Australia, a state known for its natural beauty and laid-back Aussie lifestyle. When it comes to nature Western Australia has it all, from the vast Australian outback to some of the world's most famous white sand beaches. You can't beat the sunny weather either, with clear blue skies showing an incredible 70% of the year, Perth currently enjoys the title of Australia's sunniest capital city!

Overlooking the expansive Indian Ocean, the dreamy sights of Perth make you feel like you are living an authentic, Australian coastal experience, without having to sacrifice all the modern conveniences of city life.

Just head over to Elizabeth Quay to experience this mix of cosmopolitan energy and natural beauty. This brand-new waterfront precinct is set on the banks of the Swan River and offers an island playground, scenic river cruises, beautiful outdoor green spaces, eye-catching public artwork and lots of bars and restaurants to enjoy.

Perth boasts some of Australia's best air travel links and acts as Australia's gateway to Asia, Africa and Europe. In Perth you'll share a time zone with 60% of the world and many of the world's most famous cities are only a direct flight away: London (17 hours), Denpasar (Bali) (3.5 hours), Bangkok (7 hours), Singapore (5 hours), Jakarta (4.5 hours), Kuala Lumpur (5.5 hours), Hong Kong (8 hours), Dubai (11 hours), Guangzhou (8.5 hours), Sydney (4 hours) and Melbourne (3.5 hours).

Perth also has a lower median rent price than other capital cities in Australia, making it a safe and affordable place to live.

SCU's Perth Branch Campus is located on Hay Street in the city centre close to all modes of transport, including buses, trains and the ferry. It's not far from Kings Park, one of the largest inner-city parks in the world.

Perth Facts:

- #2 Most Liveable City in Australia (2019 annual survey on liveability and community values by realestate.com.au and iPsos).
- International students receive a 40% discount on all public transport in Western Australia.
- Bus Travel (Transperth) is free throughout Perth's CBD city loop
- Free Wifi in the Perth CBD

Visit the Study Perth Airport Welcome Desk to receive your FREE welcome pack and friendly advice!

The urban centre of Perth is full of creative energy and the Perth Cultural Centre is where arts, culture and community come together to host festivals and events.

For more information visit: studyperth.com.au