

# Deakin Business School



Deakin Business School (DBS) comprises six academic departments that span the full range of business disciplines: Accounting, Economics, Finance, Information Systems & Business Analytics, Management, and Marketing.

*Our mission is to be a catalyst for positive change.*

Find out more  
**deakin.edu.au**

Deakin University CRICOS Provider Code: 00113B



*Deakin Business School (DBS) is in the top 1% of business schools globally, holding both AACSB and EQUIS accreditations. These prestigious accreditations are awarded to business schools that meet strict standards of quality, academic and professional excellence, and demonstrate a commitment to ongoing improvement and innovation in their courses, ensuring our graduates are employable worldwide.*

*DBS is a PRME Champion and a member of GRI. DBS continues to embed PRME and SDGs into our curriculum, enabling our students to be responsible future leaders and catalysts for positive change.*



Our undergraduate, graduate and doctoral degrees deliver an outstanding learning experience, and build student capabilities to move successfully into, through and between careers and contribute to their world. Deakin education is inclusive, supportive and international, empowering students to be independent, lifelong learners. Employability is embedded within all Deakin degrees.

A number of our courses have been recognised as being among the best in their field by leading international ranking organisations and professional bodies. For example:

Our Deakin online MBA is ranked within the top 25 globally. The Deakin Online MBA is ranked within the Top 20 in the world and number 2 in Australia by the 2020 QS MBA Online rankings.

Deakin Sport is currently ranked 6th in the world by the 2021 QS sport-subject rankings and the Master of Business (SportManagement) remains the number 1 ranked program in Australia by SportBusiness

Our Academic staff are engaged in both pure and applied research across the business and law disciplines and are focused on issues which are of relevance to government, business and community organisations. To this end, we actively seek partnerships with these organisations, other like-minded universities and alumni.

Our students come from diverse backgrounds and we value this diversity. Graduates are confident and competent in the use of on-line technology and are ready to make a significant contribution to the organisations they serve. They are highly valued by employers for both their knowledge and their graduate attributes.

The Faculty is committed to extending the boundaries of business and legal education. It achieves this through close relationships with professional associations, other education providers and universities, business, employers and government across Australia and internationally.

## Business research with a difference

*DBS aspires to be a catalyst for positive change through the power of our ideas and innovations.*

### Our expertise and impact

Deakin Business School's ideas and innovation, and engagement and partnerships, align with the following key areas of today's globally connected business community.

**Business and Society.** No business is an island. This perspective – and its emphasis on the symbiotic relationship between business and society – forms the philosophical foundation of the Business and Society theme. Research, teaching, and partnerships aligned with this theme focus particularly on:

1. *Responsible business.* We examine how business can become a platform for achieving socially, environmentally, and economically responsible outcomes.
2. *Inclusive business.* We focus on how business can become more inclusive to better reflect diverse societies.
3. *Resilient business.* We explore how business – and through them, the communities they support – can become more resilient to natural and human-made disasters.

**SMEs and Entrepreneurship.** This theme supports small/medium enterprises (SMEs) and entrepreneurs navigate a world of accelerating change. Research, teaching, and partnerships aligned with this theme focus particularly on:

1. *SME success.* We examine how to enhance the performance, sustainability, and success of SMEs, the lifeblood of the Australian economy.
2. *Entrepreneurial success.* We explore how to cultivate an entrepreneurial mindset and build the entrepreneurial skills required to manage innovation for future growth.



**Business and Technology.** The Business and Technology theme examines how best to deploy technologies for competitive business advantage. Research, teaching, and partnerships aligned with this theme focus particularly on:

1. *Technology as an enabling capability.* We explore how businesses can leverage technologies like AI, analytics, and digital platforms for strategic benefit.
2. *Technology-supported decision-making.* We examine how technology can be used to inform business decision-making.

**Capital Markets.** This theme examines ways of harnessing financial markets to generate wealth and societal benefit. Research, teaching, and partnerships aligned with the theme focus particularly on:

1. *Socially responsible investing.* We explore how financial investments can be used to achieve social change.
2. *Better markets.* We investigate how the design of markets can be optimised to make them stronger, fairer, and more stable.
3. *Holistic reporting.* We examine how non-financial indicators can be integrated with traditional financial metrics to provide a more complete assessment of value and performance.

## Deakin Learning and Teaching provides an outstanding learning experience and engaging learning environment

### Outstanding personalised education

Deakin offers outstanding education through fully online learning and integrated learning that incorporates digital learning with on-campus experiences, and work-based learning with industry and community partners. Integrated courses match premium online learning with in-person experiences on campus and in industry and community. Deakin courses have an outstanding digital presence and embed real-world relevance through authentic learning and assessment. Fully online courses offer flexibility and increase accessibility. The convenience and quality of the online experience means that students can use these materials to supplement or replace traditional activities such as face-to-face class and seminar attendance.

Personalised education is possible by harnessing emerging technologies to provide responsive courses wherever students are geographically located (at home, on campus, at work, or elsewhere), and wherever students are in their learning preparedness, career trajectory and life stage. DBS provides integrated and online learning to provide accessible, media-rich, interactive, and active educational experiences designed for excellent learning outcomes and optimum employability. For example, personalised education is delivered via DeakinSync, an innovative dashboard where students can navigate their personalised learning space to monitor their unique learning journey.



### Active and engaged learning

DBS learning spaces include physical classrooms and informal learning spaces where students can interact synchronously with their peers, teachers and experts from different locations or undertake private study. This is enhanced through an integrated set of social learning tools such as blogs, wikis, and utilises other digital curation and social media applications such as Twitter, Scoop. It, Facebook, Yammer and LinkedIn and the use of MS Teams to facilitate collaborative learning interactions and active knowledge constructions through formal and informal learning activities in virtual communities and networks.

## Employability is embedded within all Deakin degrees

Deakin's Graduate Learning Outcomes describe capabilities for employability that are developed in Deakin courses alongside work-integrated learning in industry and community, personal development and career thinking.

### Contemporary curriculum

DBS offers a comprehensive suite of undergraduate and postgraduate programs and our new PhD Xtra program. Specialist areas covered in our curriculum include:

**Accounting:** Financial Disclosure and Auditing; Financial Planning, Corporate Governance, Management Control; Accounting Systems.

**Economics:** Political Economy and Public Choice; International Trade; Economic Theory, Economic Growth and Development; Labour Economics and Industrial Relations.

**Finance:** Banking; Corporate Finance; Corporate Governance; Financial Econometrics; Financial Markets; Real Estate.

**Information Systems and Business Analytics:** Business Analytics and Artificial Intelligence, Digital transformation, Information Governance and Security; Competitive Information.

**Management:** Business Ethics; Sustainability and Corporate Social Responsibility; Public Policy; Cross Cultural and Diversity Management; HR Management; Industrial Relations; Leadership; International Business; Governance, Strategy and Process Management; Sport Management; Arts Management.

**Marketing:** Transformative Consumer Research; Marketing and Public Policy, Social Marketing; Marketing Communication, Services Marketing; Strategy; Customer Analytics.

### Work Integrated Learning

DBS offers a range of Work Integrated Learning experiences which provide students with opportunities to integrate their knowledge, develop skills, tackle real problems (domestically and internationally), and reflect on the experience to develop their professional identity and enhance employability capabilities.

### Building Capacity for Enhanced Learning

Teaching in DBS is supported by the Learning Innovations team, which provides support and training in all our digital platforms and support in assessment design, teaching innovations and active learning approaches.

## Faculty Research Centre

Our Faculty Research Centres promote research that delivers real-world results to our stakeholder communities.

**Centre for Disaster Resilience and Recovery** assists individuals, businesses, and governments to enhance their economic and social resilience to, and recovery from, disasters.

**Centre for Refugee Employment, Advocacy, Training and Education (CREATE)** researches how best to support people from a refugee background obtain meaningful education, training, and employment.

### CREATE – Centre for Refugee Employment, Advocacy, Training and Education

**Deakin Integrated Reporting Centre** promote the adoption of integrated reporting in Australia and internationally through research, thought leadership, and education.

**IPA-Deakin SME Research Centre** generates robust research and knowledge on small-medium size enterprises to inform diverse policy change and to support better SME practice.



In addition to these Faculty Research Centres, DBS is also a partner in the Centre for Sport Research, a cross-Faculty, University-level Strategic Research Centre. The Centre aims to use and promote sport and exercise as a vehicle to create healthy communities and build governance and management capacity to support participation and involvement in sport.

Research tools and infrastructure are shared with others or placed online

**Research Databases.** The Faculty has subscriptions to a range of external database products and services that provide business, economic, and financial datasets. These include:

- Ad\$ponder
- Bloomberg
- EIKON (Refinitiv)
- FAME
- MSCI ESG
- ORBIS
- RecoverMax
- SDC Platinum (Refinitiv)
- Tick History (Refinitiv)
- Wharton Research Data Services (WRDS), with additional subscribed databases including: Audit Analytics, BoardEx, CRSP, CSMAR, Compustat, FactSet, IBES, Option Metrics, and Thomson/Refinitiv databases including: SDC, Lipper Hedge Fund, Mutual Fund Holdings, DealScan

**Advanced Business Analytics Laboratory.** ABAL (Local HPC) ABAL is located at the Burwood campus (and via remote access), providing high-performance computing suitable for analytical and graphical computing load

**Deakin Behavioural Lab.** Behavioural science plays an integral role in the ability to develop world-class research that informs academia, business managers and society. The Deakin Behavioural Lab supports behavioural researchers in DBS by providing them with access to state-of-the-art lab facilities, including:

- Flexible lab space with separate observation room
- Implicit attitude measurement
- Emotion recognition software
- Thermal cameras
- Virtual reality technology

