Patterns in Espoused and Proclaimed Graduate Attributes of Australian Universities

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Abstract

Accounting is the language of business control. Learning outcomes within graduate attributes are the language of university teaching control. The project of completing the marketization and commodification of mass university learning and teaching requires a commensuration framework that is still variously contested. Graduate attributes of each university are publicly available and we can relate them to discussions of employer satisfaction and university value systems. An inspection of the top 5 attributes for each cluster of universities reveals significant cross cluster variation. It also gives grounds for hope that the universities have not completely forgotten their role in society in favour of their competitive market gameplays.