

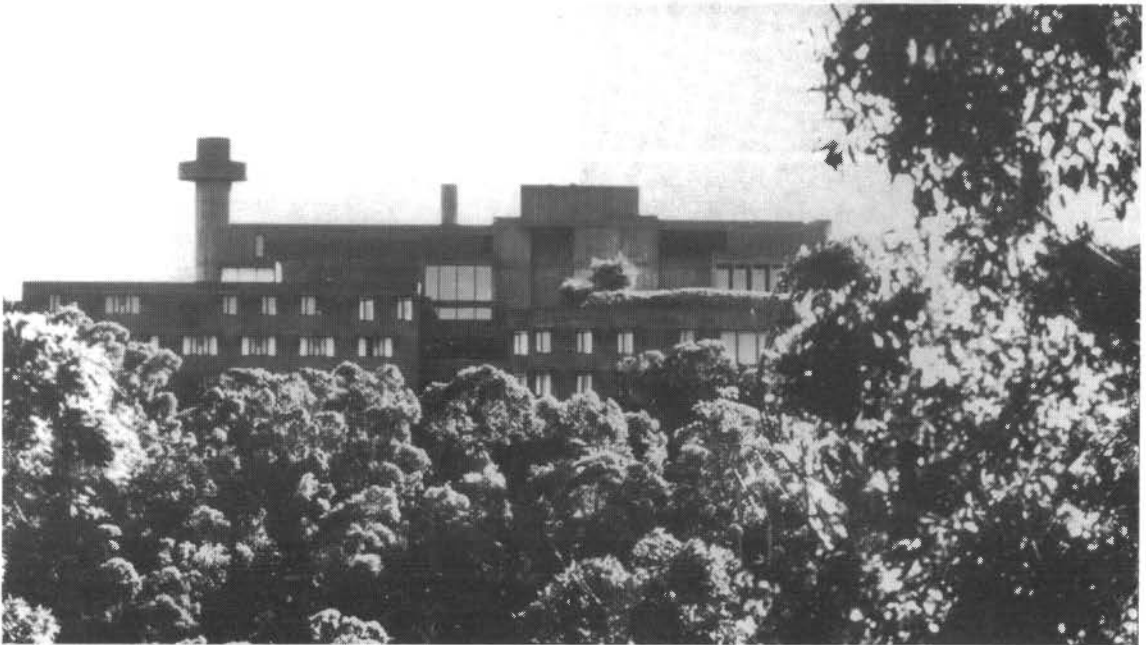
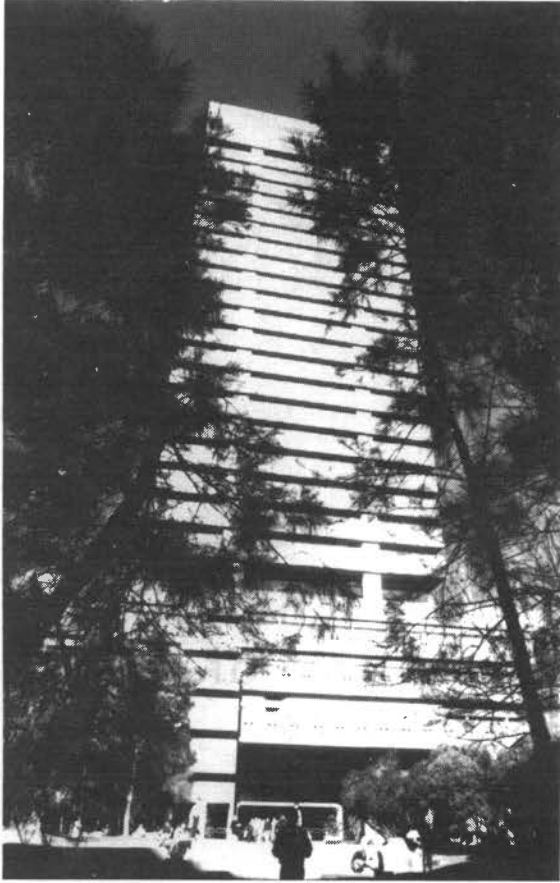
UTS
UNIVERSITY
OF TECHNOLOGY
S Y D N E Y



**FACULTY OF
BUSINESS**



**HANDBOOK
1 9 9 1**



UNIVERSITY OF TECHNOLOGY, SYDNEY

UTS has nine Faculties and each one has a separate Handbook which provides a detailed introduction to the Faculty's Undergraduate Courses.

Each Faculty also has a separate Postgraduate Studies Guide.

Reading these publications will show you how all courses at UTS aim to equip graduates for their professional career. Most courses can be undertaken with part-time attendance. Some are also offered with full-time and sandwich attendance. You do not have to be employed at the time you enrol in a sandwich pattern. And you can usually transfer from one attendance pattern to another at the end of a stage, provided the Head of School approves and there is space available in the class.

UTS does not offer external or correspondence Courses.

Further information

The UTS Information Service is open all year in the Tower building at 15-73 Broadway (near Central Railway). If you can't visit them, write to PO Box 123 Broadway 2007 Australia or telephone (02) 330 1990.

Representatives of UTS attend Careers Days held in the Sydney region through the year.

The University Open Days - on 24 & 25 May 1991 - are your chance to visit the campus and discuss your career plans and Course preferences with members of the Academic staff.

At Kuring-gai campus there is an Inquiries Desk in the main foyer.

Applications for admission

If you want to be admitted or readmitted to a UTS Undergraduate course, apply to the Universities Admissions Centre by 27 September.

(There are some courses for which you can apply direct to UTS - the deadlines for these are advertised separately.)

If you want to enrol in a Doctoral programme or a Masters by Thesis, UTS will generally accept your application at any time.

For a Master of Arts, Master of Business or other higher degree by Coursework, you should lodge your application with the University by 31 October.

UNIVERSITY E.E.O. POLICY

It is the policy of the University of Technology, Sydney to provide equal opportunity for all persons regardless of race, sex, marital status, physical disability or homosexuality.

MISSION

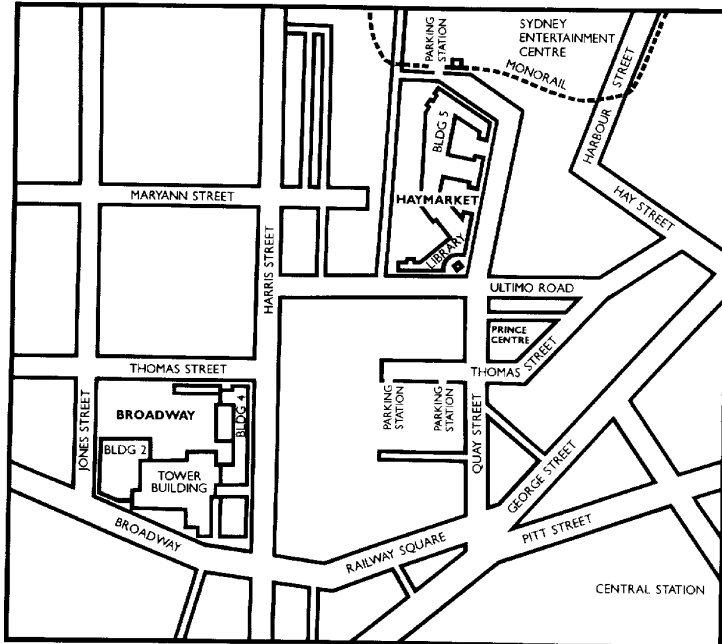
The mission of the University of Technology, Sydney is to provide higher education for professional practice which anticipates and responds to community needs and the effects of social and technological change. The University offers access to its human, physical and technological resources for the advancement of society. It is committed to freedom of enquiry and the pursuit of excellence in teaching, scholarship and research, and to interaction with the practising professions.

The University seeks to accomplish its mission in the following ways:

- by teaching an appropriate range of undergraduate, postgraduate and other educational programmes in a variety of attendance patterns for students wishing to enter the workforce at a professional level, those already employed at that level and those in employment who wish to attain that level.
- by ensuring that its courses are designed to enable graduates to carry out full professional practice in their chosen field. The courses aim to develop students' ability to learn, to solve problems, to adapt to change, and to communicate. Students should gain a broad understanding of social as well as technological issues, and acquire a greater perception of the nature and needs of modern society and of their responsibility to play a leading part in shaping it.
- by recognising that it has been established to serve the community as a major resource in vocational higher education. It therefore makes its technological expertise and facilities available to industry, commerce, government, and professional and community organisations. The means by which this is achieved include co-operative education, continuing education, pure and applied research and development, consulting, technology transfer and management, and contribution to national and regional policy development in education and technology.
- by promoting effective teaching and scholarship, professional activity and research by members of the University community to ensure the maintenance of high educational standards and their recognition at national and international levels.
- by continuing to develop and promote policies that ensure equality of opportunity in all its aspects.
- by seeking effective support for its educational activities
- by conducting regular consultative reviews of its mission and objectives.

FACULTY LOCATION MAPS

CITY CAMPUS



Faculty of Business

Faculty Office:
Level 1, Building 5C,
Corner Quay Street & Ultimo Road,
Haymarket, City Campus

Postal Address:
PO Box 123,
Broadway NSW 2007

School of Accounting
Level 3, Building 5C,
Quay Street, Haymarket,
City Campus
Telephone: (02) 330 3562

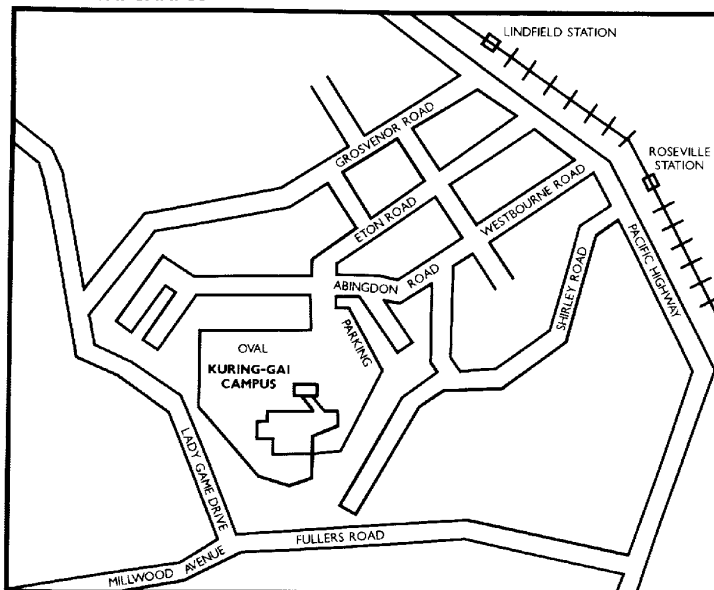
**School of Finance
and Economics**
Level 4, Building 5C,
Quay Street, Haymarket,
City Campus
Telephone: (02) 330 3627

School of Management
Level 4, Building 5C,
Quay Street, Haymarket,
City Campus
Telephone: (02) 330 3600

School of Marketing
Level 2, Building 5C,
Quay Street, Haymarket,
City Campus
Telephone: (02) 330 3522

Graduate School of Management
Level 2, Building 5C,
Quay Street, Haymarket,
City Campus
Telephone: (02) 330 3500, 330 3502

KURING-GAI CAMPUS



**School of Leisure and
Tourism Studies**
Room 204, Level 2,
Eton Road, Lindfield,
Kuring-gai Campus
Telephone: (02) 413 8497

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Information correct at July 1991

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P. O'Sullivan, BCom (NSW), CPhil (UCLA), AASA, CPA, MACS

Secretary

Vacant

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Secretary

Vacant

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DipRoyalSocLing

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K. Larsen

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K. Hunjan

Staff Assistant

K. Clout

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B. Dziedzic

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J. Randall

P. Tsen

C. Vandeppeer

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L. Bonnarens, DipCompElectronic

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P. Lyons

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E. Stacey

General Assistant

D. McKay

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Professor of Accounting and Head of School

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Professor of Accounting

Z.P. Matolcsy, BA (Macq), PhD (NSW)

Associate Professors

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M. Schueler, MEc (Syd), GradDipOR (NSWIT) CPA

S.J. Topple, DipTech (Comm), BBus (NSWIT), MCom (Hons) (NSW), FCPA

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A. Chew, BA (Sheffield), MSC (LSE), ACA (England & Wales)

L.A. Blackett, BCom, MCom (NSW), MAS (Illinois)

A. Bridges, MEc (UNE), MA (Macq), FASA, CPA, AFAIMF

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G. Pazmandy, BBus (NSWIT), CPA

F.A. Portelli, MCom (NSW), FCPA

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B. Syme, BA (Hons) (Macq), CPA

J. Tyler, MCom (NSW), AASA

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M. Dale, BA, MEc (Macq), AASA, CPA
D. Cable, BCom (Hons) (Syd), AASA (Sen)

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S. Greer, BBus (UTS)
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L.P. Fernandez
A. Kellick
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W. Southwell
E. Whitehead

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G. Partington, BSc (Wales), MEc (Macq)
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C.S. Terry, BCom (NSW), MEc (Syd), MAppFin (Macq)
M. Wallace, BSc (Syd), MSC (Hons), MA (Macq), FAIM, FAMI, MCIM (UK)

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H. Pritchard, BA (Wales), PhD (Syd)

Senior Lecturers

W.L. Bui, BCom (Hons), MCom (WA)
C. Hall, MEc (Syd), PhD (Macq)
M. McGrath, BEc (UNE), MEc (Macq)
A. Simos, BCom (NSW), MEc (Syd), DipSIA
M. Stevenson, BA (UNE), MCom, MStat (NSW)
P.J. Wilson, BA (Hons) (NSW), PhD (Woll)

Lecturers

H. Bendall, BA, Phd (NSW)
M. Freeman, BA (Ec), MEc (Macq)
G. Hobbes, MCom (NSW)
J. Hussin, MS (Mich)
K.R. Jones, BA, MCom (N'cle)
A.M. Kearns, MCom (NSW)
R. Pearson, BE (Hons) (NSW), MBA (NSWIT)
M. Peat, BEc, MEc (Syd)

State Bank Lecturer in Banking

R.M. Trayler, BBus (NSWIT), MAppFin (Macq)

Tutors

M. Kanga, BTeach (Bombay), MSc (London), PhD (Macq)
D. Cotton, BBus (KCAE)

Administrative and Secretarial Support

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S. Lewis

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B.C. Marx, BA (Syd), BSc, MBA (NSW), MAIPM
G.R. Pratt, DipTech, BBus (NSWIT), DipEd (STC), MEc (Syd), PhD (Nebraska), AFAIM, FRAIPA, MAITEA

Senior Lecturers

M. Abraham, BEng, MengS, MBA (NSW)
E. Baker, BA (NYU), BSc (Hons), PhD (Lond)
H. Colebatch, BA (Melb), MA (LaTrobe), DPhil (Sussex)
T.J. Fisher, BE (Hons), MA, MBA (Syd), MAppSc (NSWIT), DPhil (Oxford), AFAIM, MIEAust, MIIE
G.D. Sheather, BArch (NSW), MSc (Israel), CEkistics (Greece), AFAIM, MRAPI, MRAIA
K.B. Spooner, BCom (Hons), MCom (Hons) (NSW)
R. Van Munster, MEc (Syd), ASTC

Lecturers

N.S. Barnwell, BCom (NSW), MBA (NSWIT), AMIMarE, TEng
 D. Bubna-Litic, BPsych, (U Western Australia) MAPS
 A. Caro, BA (Cantab)
 R.W. Connor, BA (Qld), LittB (UNE), MSc (Econ) (Lond), MIPMA
 J.D. Crawford, BSc (Hons), MEngSc (Syd), PhD (NSW), MAPS
 D. Davis, BSc (Hons) (Aston), MSc (Bradford), MIEAust, CEng, MIMechE, MBIM, MCIBSE
 A. Errington, BA (Syd), MBA (AGSM)
 R. Fishman, BA, MCom (NSW), AIMM, MAITD
 D.A. Harricks, BSc (Agr) (Syd), MBA (NSW)
 P.J. Lemon, BA (Hons) (Syd), MA (NSW)
 P. McGraw, BA (Leicester), MA (Warwick)
 J. Nyland, BA (Hons), DipEd (NSW)
 J. Onyx, BA (Hons) (Victoria, NZ), PhD (Macq)
 I. Palmer, BA (Hons) (ANU), PhD (Monash)
 R. Reed, BA (Hons), PhD (Monash)
 S. Saunders, BA (New England)
 F. Soliman, BE (Syd), MEngSc, PhD (NSW), MIEAust, MACS, AIArbA, ACHSE, MSSA, MASOR, AIMM, MRAIPA
 L. Taksa, BA (Hons) (NSW)
 D. Thomas, MA (Witwatersrand)
 S.R. Tibbles, BSc, MBA (NSW)

Administrative and Secretarial Support

M. Borchard
 E. Chee
 E. Cross
 L. Hooper
 B. McNeill

School of Marketing*Head of School*

M.I. Halliday, GAgEc (UNE), MSc (N'cle, UK), PhD (NSW), MMRSA

Professor of Marketing

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Associate Professor

N.J. Barrett, BCom, MCom, PhD (NSW), FAIEx, MRSA

Senior Lecturer

F.L. Winter, BCA (Hons) (NZ), PhD (NSW), FAIM, FAMA, MMRSA

Lecturers

J. Cornish, MEc (Hons), MEd (Syd)
 S. Denize, BCom (Hons), MCom (Otago)
 P. Emerson, BSc, PhD (Syd)
 R. Fletcher, BA, MA (Syd), BCom, MCom (NSW), MA (Lancaster), MBA (Cranfield), AFAIM, AAIM
 R. McGuiggan, BSc (Hons) (Syd), MCom (NSW)
 J.M. Wright, BE, MBA (NSW)

Administrative and Secretarial Support

G. McCarthy

School of Leisure and Tourism*Associate Professor and Head of School*

R. Lynch, DipPhysEd (WTC), BEd (Hons), MEd (WA), PhD (Ill)

Professor of Leisure and Tourism

R.W. Robertson, MA (Victoria, Canada), FRAIPR, FATRI

Associate Professor

A. Veal, BA (Hons) (Bristol)

Senior Lecturers

B. Hayllar, TeachCert (N'cle), BA (UNE), MA (Lowa)
 L. Stear, BEc (Syd), DipEc (SCAE), MAITT

Lecturers

M. Darby, AsDipArts (MCAE), BA (Calif. State Chico)
 T. Griffin, BA (Geog) (Macq), DipUrbStud (Macq), GradDip (TourismMgmt) (KCAE)
 R. Harris, AsDip Travel & Tourism (STC), DipTeach (N'cle), BA (Geog) (Macq), GradDip (Mktg) (Mitchell), MAITT
 G. Hawkins, BA (Hons) (NSW)
 P. Jonson, BA (Hons), LLB (Syd), GradDip Leisure Studies (KCAE)
 M. Labone, AsDipHealth & Bldg Surveying (STC), BA (Leisure Studies) (KCAE)
 R. Ravinder, AsDip Travel & Tourism (TAFE NSW), MCom NSW, PGDM (IIM Calcutta), MA (Madras)
 W. Spinks, DipPhysEd (WTC), BEd (PE) (WA), MA (Ed) (Macq)
 T. Taylor, BA (Rec) (Alberta), GradDipUrbanStud (Macq)
 S. Wearing, BTP, OrdCert, MTP (NSW)

Administrative and Secretarial Support

D. Spencer
 S. Upton

Graduate School of Management

Head of School

N. Harrison, BA, BSocSc (Hons) (Sing), MBA (WA),
AAIM

Administrative Officer

V. Carey, BEc (Macq)

FACULTY BOARD

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Professor S.K. Mukhi

Associate Deans

Professor R. Coombes

Associate Professor R. Dunford

Heads of School

Professor C. Chiarella

Professor D. Fraser

Dr. M. Halliday

Associate Professor N. Harrison

Associate Professor R. Kane

Associate Professor R. Lynch

Professors

Z. Matolcsy

K. Miller

T. Valentine

Director of Undergraduate Courses

Nominated Members (one from each of the following)

Faculty of Engineering

Faculty of Law and Legal Practice

Faculty of Mathematical and Computing Sciences

Faculty of Social Sciences

Elected Members (four per School)

School of Accounting

School of Management

School of Finance and Economics

School of Leisure and Tourism

School of Marketing

Graduate School of Business

Two members of the Support Staff

One student member from each School.

GENERAL INFORMATION

Student Health and Counselling Services

The Student Health and Counselling Services are located on the Broadway and Kuring-gai campuses, telephone 330 1990 (Broadway) or 413 8342 (Kuring-gai), and provide the following specialised services: Student Counselling, Health Service, Student Welfare Service, Special Needs Coordinator for Students with Physical Disabilities, Learning Skills Counsellor, and International Students Counsellor.

English Classes

The University offers a variety of English classes particularly for overseas students. Interested students should contact the Student Services Unit in the first instance for further details.

Child Care

The Magic Pudding Child Care Centre, at City Campus, provides full-time and part-time care for children of both students and staff. For further information please telephone 330 1990 or drop into the Centre at City Campus. A new child care facility is opening at Kuring-gai campus in July. Further centres are planned at St. Leonards and City Campus. Both City and Kuring-gai centres have waiting lists.

Financial Assistance

Financial assistance is available to Australian residents under the AUSTUDY Assistance Scheme. The Australian Government provides means-tested living and other allowances to full-time and sandwich students undertaking approved tertiary and post-secondary courses. Further information is available from:

The Director

Department of Employment, Education and Training

Plaza Building

59 Goulburn Street

Sydney NSW 2000

Telephone (02) 218 8800.

Information booklets and application forms are also available from the Student Welfare Officer in the Student Services Unit at the University.

Fees and the Higher Education Contribution Scheme (HECS)

Compulsory fees are payable to the University Union and Students' Association. The Higher Education Contribution Scheme (HECS) introduced by the Commonwealth Government, collects a contribution from higher education students towards the cost of their education. Students (with the exception of some

categories) are required to make a contribution of 20% of their course costs.

Equal Opportunity Coordinator

The Equal Opportunity Coordinator is available to assist any students who feel they have been discriminated against in their study. Whether the problem is sexual harassment or other unfair treatment because of race, sex marital status, physical disability, racial vilification, homosexuality – you will be assured of a confidential hearing. Telephone 330 1990. Student Equity Officer.

University Union

The University Union acts as the University's community centre and provides a focus for the social, cultural and recreational activities of the whole of the University community. All students are members of, and pay fees, to the Union.

The Union fulfills its objectives by providing food services, licensed bars, lounge, meeting and function rooms, stationery shops, newsagency, sporting facilities, sports programmes and activities programmes. The Union also provides considerable financial and other assistance to affiliated clubs and societies.

The Union also established the University's Careers and Appointments Service, which provides a graduate placement service, casual employment and careers counselling.

The Union at City Campus, Broadway, can be contacted on 330 1990, and at Kuring-gai on 413 8492.

University Library

The University Library offers information from libraries on the City, St. Leonards and Kuring-gai campuses. The School of Design has an Information Resource Centre (Library) at the Balmain Campus. A wide variety of materials is available.

Computing Services Division

The Computing Services Division provides a variety of facilities and services for undergraduate students. The main installation is on Level 9 of the Tower Building at Broadway, with additional locations at Broadway and at the other campuses.

Scholarships

From time to time a number of companies, institutions and government authorities offer scholarships, cadetships, or employment to students about to commence courses at the University. Details are usually advertised in the press in the latter part of the year or

early January. The UTS Information Service maintains a noticeboard devoted to such press clippings in the foyer of the Tower Building.

Prizes

Prizes are awarded annually to students at UTS for excellence in study. These are made available through the generosity of private individuals and public organisations.

The information given above is a summary only. Further and more detailed information is available in *Volume 1* of the *University Calendar*.

COURSES

Faculty Information

The Faculty of Business is located at both the City and the Kuring-gai campuses.

The Faculty consists of the following:

- Graduate School of Business
- Division of Accounting, Finance and Economics
 - School of Accounting
 - School of Finance and Economics
- Division of Business and Management
 - School of Management
 - School of Marketing
- School of Leisure and Tourism Studies

Courses offered by the Faculty are:

+ Associate Diploma in Recreation

Bachelor of Arts in

- Community Organisation
- Human Movement Studies +
- Leisure Studies
- Tourism Management

Bachelor of Business with majors in:

- Accounting
- Banking
- Economics
- Finance
- Finance and Economics
- Management
- Marketing

Bachelor of Accounting

Bachelor of Manufacturing Management

Bachelor of Arts in Leisure Studies (Hons) +

Bachelor of Business (Hons)

- Accounting
- Finance and Economics
- Management
- Marketing

Graduate Certificates in:

- Banking
- Financial Studies
- Transport Management

Graduate Diplomas in:

- Accounting and Finance
- Administration
- Arts Management +
- Banking and Finance
- Employment Relations
- Leisure Studies +
- Marketing
- Operations Management
- Tourism Management +
- Transport Management +

Masters Degrees:

Master of Arts in Leisure Studies +

Master of Business (by coursework) in:

- Accounting (Professional Practice)
- Accounting and Finance
- Banking and Finance
- Employment Relations
- International Marketing
- Management
- Operations Management
- Marketing
- Taxation (Professional Practice)
- Transport Management

Master of Business Administration (MBA)

Master of Business (by thesis)

Master of Management in Community Management

Master of Management in Public Management in:

- Educational Management
- General Management
- Government Business Enterprise
- Health Management
- Social Policy

Doctor of Philosophy

Continuing Management Education Programme

- Short Extension Courses

Combined degrees:

- Bachelor of Business/Law

Bachelor of Business Combined Majors:

- Finance and Management
- Marketing and Management
- Accounting and Finance
- Finance and Marketing

ALL majors in the Bachelor of Business will be offered at both City and Kuring-gai Campuses.

+ See final section on School of Leisure and Tourism Studies.

Exchange programmes operate with Oregon State University and Aarhus School of Business, Denmark. These programmes enable Australian business students to experience life and study abroad. Subjects approved for study are given full accreditation.

The Faculty of Business has established the Business Laboratories. The broad objectives of the laboratories are: to provide student access to special resources and a suitable work area for students using such resources, to collect and protect a number of special Faculty resources, for staff research, to facilitate the continued development and use of audio-visual materials, and to provide an area for seminar activities of a special nature. The Business Laboratories provide a varied collection of resources including the following:

- Four laboratories, totalling 80 personal microcomputers (IBM compatible). Each computer is equipped with a 40 megabyte hard disk and a 3 1/2 inch floppy drive.
- A number of commercial software packages and several in-house programmes which are loaded onto each computer and are used for workshop classes and research projects.
- A facility for video playback and a full professional editing suite: 16mm film projectors and slide projectors.
- Video cameras for use as classroom teaching aids and for making training and promotional videos for Faculty use.

RESEARCH PROGRAMME

PhD

The University of Technology, Sydney offers a Doctor of Philosophy (PhD). Supervision of candidates is undertaken by appropriate academic staff from within the Faculty.

For further information contact the Graduate Courses Office on 330 1990 ext. 9962.

Master of Business (By Thesis)

The Faculty offers a limited number of places each year to suitably qualified students to follow a programme of study leading to the award of Master of Business (MBus) available on a full-time or part-time basis, for graduates seeking to extend and deepen their knowledge by undertaking an appropriate research investigation under professional supervision by academic staff of the Faculty. For each candidate a member of the University staff is appointed as principal supervisor. Additional supervisors may be appointed to cover a particular interdisciplinary need or when the location of a candidate's research makes sustained face-to-face contact with the principal supervisor difficult.

Admission Requirements

The general rules for Masters Degrees by thesis apply to the Master of Business. To be eligible for admission to the Masters Degree programme, applicants shall:

- possess a Bachelor of Business Degree of the University of Technology, Sydney or possess an equivalent qualification and
- satisfy the Faculty that they possess the qualities which will enable them to perform at a high level in graduate research work.

Each applicant is required, prior to admission, to submit a thesis topic for acceptance in the programme. In

general, proposed topics will be raised in the first instance with the programme co-ordinator. The co-ordinator will then advise which Head of School should be contacted. The student should then resolve with the relevant Head of School whether the thesis topic is manageable.

Course Requirements

Two subject requirements have been established to help each candidate with the preparation of his or her thesis. The first is a research techniques subject, the second subject involves formal seminar presentations giving an update of thesis research. Each of the Faculty's four schools co-ordinates and organises its own two-subject sequence. These are detailed below for each of the schools.

School of Management:

21785 Research Techniques in Management.

21786 Research Seminars in Management.

School of Accounting:

22785 Research Techniques in Accounting

22780 Research Seminars in Accounting

School of Finance and Economics:

23785 Research Techniques in Finance and Economics

23786 Research Seminars in Finance and Economics

School of Marketing:

24785 Research Techniques in Marketing

24786 Research Seminars in Marketing

Students are required to complete the two-subject sequence relevant to their thesis topic. Thus, a student who is researching a topic in Accounting will be required to complete 22785 and 24786, and so on.

The first subject is normally taken in Autumn Semester, immediately following admission to the course. It introduces each candidate to a range of methodologies used in researching business topics.

The second is a continuing subject, taken every semester. It provides a forum for candidates to present papers which form part of the preparation of their thesis. Attendance at these seminars is compulsory, as is the presentation of one paper each semester. These seminars will be held in the evenings on approximately seven occasions each semester. In addition, candidates may be required to successfully complete particular subjects which will assist them in completing their thesis.

In certain cases, students may be required to undertake supplementary subjects as a part of their preparation.

In general terms, the requirement of the degree is the preparation of a thesis which is judged by its examiners to be:

“...a distinct contribution to the knowledge of the subject whether by original investigation or by review, criticism or design.”

The thesis itself is expected to be in the vicinity of 40,000 words, and be of distinct relevance to business in areas such as Accounting, Marketing, Finance and Economics and Business and Public Administration.

A Masters Degree candidate shall not normally be eligible for the award of a Masters Degree by thesis until:

- (a) in the case of a full-time student, at least four semesters have elapsed from the time of his/her registration as a Masters Degree candidate, or
- (b) in the case of a part-time or external student, at least six semesters have elapsed from the time of his/her registration as a Masters Degree candidate, except that a student who is specially qualified in the relevant discipline may, with the approval of Academic Board, be eligible for the award in less than the normal minimum time.

Course Programme

26700 Master of Business - Full time

26701 Master of Business - Part time

GRADUATE PROGRAMME

Master of Business Administration

The Master of Business Administration (MBA) programme is aimed specifically at mid-career managers able to attend only on part-time basis outside business hours. The course provides the opportunity to pursue in greater depth, in the fourth year, one of a number of specialty strands in areas relevant to career interests.

Admission Requirements

To be eligible for admission to the programme an applicant shall:

- (a) possess an undergraduate degree from a recognised University or College of Advanced Education and
- (b) have extensive practical and work experience in industry, commerce or government of at least four years duration.

Course Structure

The course consists of sixteen subjects, taken at the normal rate of two subjects per semester. Applicants who are specifically qualified in the relevant discipline may be granted advanced standing. Enquiries should be made to the Faculty of Business Office: 330 1990.

Candidates also have the option of undertaking a Reading subject in the field of their specialty strand. They should seek approval from the Director of the MBA programme for this subject.

Course Programme

(Each subject involves 3 hours attendance per week for one semester, unless otherwise stated.)

Semester 1

23703	Economics for Management
21710	Quantitative Methods

Semester 2

22726	Accounting and Financial Administration
21718	Organisation Analysis and Design

Semester 3

25742	Financial Management
24734	Managerial Marketing

Semester 4

79729	Legal Environment of Business
21719	Organisational Behaviour

Semester 5

22727	Information for Management Decisions
21720	Employment Relations

Semester 6

23704	Government - Business Relations
	One Subject from Specialty Strand

Semester 7

Two subjects from Specialty Strand

Semester 8

21721	Business Policy
	Integrating Business Project

SPECIALTY STRANDS for the final year are outlined below:

Banking

25741	Capital Markets
25751	Financial Institution Management
25752	Financial Institution Lending
25791	Business Project - Banking

Corporate Accounting

Two of the following:

- 22751 Corporate Accounting Issues
- 22733 Companies and Securities Law
- 22730 E.D.P. Control and Audit
PLUS
- 22743 Financial Statement Analysis and Financial Modelling
- 22790 Business Project - Corporate Accounting

Employment Relations

- 21702 Industrial Relations
- 21724 Human Resource Management
- 22731 Industrial Law
- 21790 Business Project - Employment Relations
Finance
- 25741 Capital Markets
- 25721 Investment Management
- 25744 Current Issues in Finance
- 25790 Business Project - Finance

Note: Other combinations of Finance subjects may be chosen.

International Business

Three of the following subjects (plus the project):

- 25731 International Financial Management
- 24738 International Marketing Management
- 21717 International Management
- 79742 International Business Law
- 26790 Business Project - International Business

Management

- 21722 Management 1
- 21723 Management 2
- 21730 Managerial Skills Workshop
- 21791 Business Project - Management

Marketing

- 24737 Marketing Information Management
- 24730 Advanced Marketing Management
- 24736 Marketing Communication. or
- 24738 International Marketing Management. or
- 24742 New Product Management
- 24790 Business Project - Marketing

Operations Management

- 21741 Operations Management
- 21748 Business Project - Operations Management
and two of the following:
- 21742 Quantitative Management
- 21743 Productivity and Quality Management
- 21747 Operations Management Policy
- 21746 Ergonomics
- 21744 Production Planning and Control
- 21745 Service Operations Management

Specialised Strand

There is scope for students to develop their own specialty strand from subjects offered in the graduate programme after discussion with the appropriate academic staff and with the approval of the Director of the MBA.

The Project

This allows students to examine an organisation and to utilise in the problem definition, resolution, decision-making, and implementation phases of the study, the skills, procedures and knowledge acquired in the course. The project will be assessed by Report.

EXEMPTIONS AND CREDIT BY SUBSTITUTION**Exemption**

Master of Business Administration students may be given exemption from up to 8 subjects, depending on previous qualifications:

Highest Qualification	Exemptions
Bachelor of Business (UTS)	up to 4 subjects
Bachelor of Commerce	up to 4 subjects
Bachelor of Economics	up to 4 subjects
Graduate Diplomas	up to 8 subjects

Master of Business (by Coursework) students may be given exemption for or up to 4 subjects, depending on previous qualifications and course of study undertaken.

Students who are granted credit by substitution are required to select suitable substitute subjects from other Graduate courses within the University.

Credit by substitution may be granted in all Graduate Diploma courses; the Master of Business (by Coursework) and the Master of Business Administration.

Criteria Used to Assess Eligibility for Exemptions and Credit by Substitution

- (i) Level at which the equivalent subject was passed.
- (ii) Duration and hourly commitment per week.
- (iii) Institution where subject was undertaken.
- (iv) Subject matter and assessment procedures.
- (v) Year in which subject successfully completed.

It is unlikely that exemption would be given where the equivalent subject was completed more than five years ago. Consideration may be given if the applicant can demonstrate knowledge of current developments in that area.

Application forms for exemptions are available from the Faculty's Information Office, C116, City Campus. Please submit this application with your application for admission to the programme.

Master of Business (by Coursework)

This programme was introduced in 1990. It represents a major innovation to the Faculty's graduate courses. It allows the Faculty to provide substantial specialist courses that are designed for practitioners in functional areas of management. The programme complements the Faculty's MBA, which is a generalist degree for managers.

The Master of Business programme comprises eight specialisations. Two of these differ slightly from the other six in terms of their structure and admission requirements. Because these two are related to each other they are described first.

Master of Business (Accounting)

and Master of Business (Taxation)

These specialisations are designed to satisfy the Professional Practice Modules of the Institute of Chartered Accountants as part of their academic requirements. They comprise nine subjects, three of which satisfy the requirements of the Institute.

Admission Requirements

- (a) A degree from a recognised University or College of Advanced Education with an Accounting major, or a relevant (i.e. cognate) Graduate Diploma offered by UTS (or an equivalent course offered by a recognised University or College of Advanced Education) at a credit level; and
- (b) satisfy the entry requirements set by the Institute of Chartered Accountants in Australia for their Professional Year.

Course Structure

Accounting Specialisation

Semester 1

79718	Advanced Taxation
22705	Management Planning and Control

Semester 2

22751	Corporate Accounting Issues
22730	EDP Control and Audit

Semesters 3 and 4

22810	Accounting Module
22811	Taxation Module
22812	Audit Module
22760	Applied Research Methods

Semester 5

22791	Business Project - Accounting
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Taxation Specialisation

Semester 1

22718	Advanced Taxation
22761	Indirect Taxation

Semester 2

22763	Contemporary Issues in Taxation
22762	International Taxation

Semesters 3 and 4

22810	Accounting Module
22811	Taxation Module
22812	Audit Module
22760	Applied Research Methods

Semester 5

22792	Business Project - Taxation
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Master of Business (Accounting and Finance)

This specialisation is offered jointly by the School of Accounting and the School of Finance and Economics.

Admission Requirements

1. (a) A degree from a recognised University or College of Advanced Education; and
(b) at least two years relevant experience.
2. (As an alternative to 1 above):
(a) The completion of a relevant (i.e. cognate) Graduate Diploma offered by UTS (or an equivalent course offered by a recognised University or College of Advanced Education) at a credit level; and
(b) at least two years relevant work experience.

Course Structure

(for candidates holding a cognate degree)

Semester 1

22733	Companies and Securities Law
25741	Capital Markets

Semester 2

22726	Accounting and Financial Administration
	OR
22751	Corporate Accounting Issues
25742	Financial Management

Semester 3*

25721	Investment Management
22743	Financial Statement Analysis and Financial

22705 Modelling
Management Planning and Control

Semester 4

22760 Applied Research Methods plus one
elective**
OR
two electives**

Semester 5

22793 Business Project - Accounting and Finance
(6 hours) OR
two electives**

* Students elect to take two of the three subjects
offered

** Students who want to take the Accounting Project
must take Applied Research Methods. Electives are
to be taken from the graduate subjects offered by the
Schools of Accounting and Finance and Economics.

Note: Students who gain admission under category 1 but
who do not hold a cognate degree must take the
following preliminary subjects:

22726 Accounting and Financial Administration
25761 Elements of Financial Management

Students who are admitted under category 2 above are
eligible for up to 4 exemptions.

Master of Business (Banking and Finance)

Admission Requirements

A recognised degree plus at least two years of relevant
work experience. Holders of a good cognate degree will
be given up to four exemptions. Usually these would be
the first four subjects. A limited number of non graduates
who have substantial work experience, may be admitted,
provided they have successfully completed the Graduate
Certificate in Financial Studies. Students currently
undertaking a relevant Graduate Diploma may transfer to
this course provided they have attained a credit average.

Course Structure

Semester 1

23703 Economics for Management
25761 Elements of Financial Management

Semester 2

25705 Financial Modelling and Forecasting
22726 Accounting and Financial Administration

Semester 3

25741 Capital Markets
25765 Corporate Finance

Semester 4

79775 Finance Law
25721 Investment Management

Semester 5

25743 Corporate Financial Analysis
Elective

Semester 6

Elective
Elective

Electives

25731 International Financial Management
25751 Financial Institution Management
25752 Financial Institution Lending
25763 Corporate Treasury Management
25744 Current Issues in Finance
25790 Business Project - Finance
25762 Synthetic Financial Products

Master of Business (Employment Relations)

Admission Requirements

1. A cognate degree from a recognised University plus
two years of relevant work experience; or
2. Completion of the Graduate Diploma in Employment
Relations at the credit level (or better) plus two years
of relevant work experience.

In the former case, up to four exemptions may be granted
from the 12 required subjects, which are listed below:

Semester 1

21720 Employment Relations
22731 Industrial Law

Semester 2

21719 Organisational Behaviour
Elective

Semester 3

21724 Human Resource Management
21725 Organisational Change and
Adaptation

Semester 4

21702 Industrial Relations
21760 Employment Conditions

Semester 5

21751	Management Research Methods
21752	Employment Relations Project Design

Semester 6

21750	Advanced Theory in Employment Relations
21716	Employment Relations Project

Students who hold the Graduate Diploma in Employment Relations with credit (or its equivalent), will be required to complete four additional subjects to obtain the Master of Business Employment Relations). These are:

Autumn Semester:

21751	Management Research Methods Elective
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Spring Semester:

21750	Advanced Theory in Employment Relations
27160	Employment Conditions

Students who expect to complete the requirements for the Graduate Diploma in Employment Relations in 1989 at a credit average, may apply to transfer to the Master of Business (Employment Relations). They will be required to undertake the subjects listed above in Semester 5 and Semester 6 of the Masters degree course.

Master of Business (International Marketing)**Admission Requirements**

- (a) A degree from a recognised University or College of Advanced Education; and
(b) at least two years of relevant work experience
- OR**
- (a) The completion of the Graduate Diploma in Marketing offered by UTS (or equivalent course offered by a recognised University or College of Advanced Education) at a credit level; and
(b) at least two years of relevant work experience.

Course Structure**Semester 1**

24702	Marketing Theory and Practice
22740	Accounting for Marketing

Semester 2

24710	Buyer and Behaviour
24712	Multinational Marketing

Semester 3

24720	Marketing Research Elective
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Semester 4

24730	Advanced Marketing Management Elective
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Semester 5

24743	Contemporary Issues in International Marketing <i>and either</i>
24755	Applied International Marketing Research* <i>or another elective</i>

Semester 6

24744	Competitive International Marketing Strategy <i>and either</i> Business Project - International Marketing <i>or</i>
24755	Applied International Marketing Research (elective)*

- * Two semester elective subject, students must enrol in this subject for Semester 5 and 6

Students not taking subject 24755 Applied International Research must take Business Project International Marketing and an elective.

Master of Business (Management)**Admission Requirements**

The general admission requirements are:

- (1) Degree from a recognised University or College of Advanced Education; or

Evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies in management. (The number of students admitted under this provision will be strictly limited);

AND

- (2) Evidence that the applicant has current or recent experience at middle to senior management levels in business or the public sector;
- (3) At least five years of relevant work experience
- (4) Applicants must be nominated by a sponsoring organisation which is willing to:

- (a) pay full course fees
- (b) allow the student sufficient time off to participate in evening classes, workshops and other activities
- (c) free the student from all work duties for a three-month period for the Action Learning Programme
- (d) nominate organisational problems suitable for the Action Learning Programme
- (e) provide a senior executive who will act as mentor to the student, jointly supervise the Action Learning Programme and ensure that the student has sufficient access and resources to complete the Action Learning Programme.

Course Structure

Semester 1

- 21755 Australian Management
- 21717 International Management

Semester 2

- 21719 Organisational Behaviour
- 22729 Legal Environment of Business
- OR
- 23704 Government - Business Relations

Semester 3

- 21720 Employment Relations
- 21725 Organisational Change and Adaptation

Semester 4

- 21715 Strategic Management
- 21730 Managerial Skills Workshop

Semester 5

- 21756 Business Project - Strategic Management (6 hrs)
- 21757 Action Learning Programme (6 hrs)

NOTE: 23704 Government-Business Relations requires some acquaintance with formal economics and is only available to those students who satisfy this prerequisite. Please consult your course co-ordinator before enrolling in this subject.

MASTER OF MANAGEMENT IN COMMUNITY MANAGEMENT

Elective subjects selected from:

Law for Managers; 21764 Economics for Public and Community Managers; 21762 Clients and Markets; 21762 Policy Studies; Advanced Resource Management;

21732 Programme Evaluation; Managing Human Services; Social and Community Research.

Admission Requirements

Category 1:

A Bachelor's degree (in any discipline) plus at least two years relevant work experience.

Category 2:

Possession of undergraduate Diploma, minimum of two years relevant work experience, plus evidence of capacity to complete postgraduate studies.

Category 3:

Possession of other post-secondary qualifications, minimum of two years in a senior specialist or administrative position with a minimum of five years relevant work experience prior to that, plus evidence of capacity to complete postgraduate studies.

Course Structure

Semester 1

- 21766 Managing Community Organisations
- 21767 Environment of Community Organisations

Semester 2

- 21731 Resource Management
- 21769 Human Resource Management (Community)

Semester 3

- 21763 Management Information Systems
- Elective

Semester 4

- 21718 Organisation Analysis and Design
- Raising and Managing Funds

Coursework Stream

Semester 5

- Elective
- Elective

Semester 6

- Elective
- 21759 Strategic Management (Community)

Management Research Stream

Semester 5

- Social and Community Research
- Research Proposal

Semester 6

21759	Research Project Strategic Management (Community)
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MASTER OF MANAGEMENT IN PUBLIC MANAGEMENT

SPECIALISATION IN EDUCATIONAL MANAGEMENT*

Admission Requirements

Category 1:

A Bachelors degree (in any discipline) plus at least two years relevant work experience.

Category 2:

Possession of undergraduate Diploma, minimum of two years relevant work experience, plus evidence of capacity to complete postgraduate studies.

Category 3:

Possession of other post-secondary qualifications, minimum of two years in a senior specialist or administrative position with a minimum of five years relevant work experience prior to that, plus evidence of capacity to complete postgraduate studies.

Course Structure

Semester 1

21728	Public Sector Management
21733	Environment Educational Management

Semester 2

21729	Human Resource Management (Public)
21731	Resources Management

Semester 3

21736	Communication for Educational Managers Elective
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Semester 4

21718	Organisation Analysis and Design Elective
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Elective subjects selected from

21762	Clients and Markets
21763	Management Information Systems
21765	Values, Ethics and Outcomes Advanced Resource Management
21730	Managerial Skills Workshop

Plus - with approval, one graduate subject offered within UTS.

Coursework Stream

Semester 5

21753	Advanced Public Sector Management Elective
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Semester 6

21758	Strategic Management (Public)
21761	Advanced Educational Management

Management Research Stream

Semester 5

21751	Management Research Methods
21754	Research Proposal

Semester 6

21792	Research Project
21758	Strategic Management (Public)

MASTER OF MANAGEMENT IN PUBLIC MANAGEMENT * SPECIALISATION IN GENERAL MANAGEMENT

Admission Requirements

Category 1:

A Bachelors degree (in any discipline) plus at least two years relevant work experience.

Category 2:

Possession of undergraduate Diploma, minimum of two years relevant work experience, plus evidence of capacity to complete postgraduate studies.

Category 3:

Possession of other post-secondary qualifications, minimum of two years in a senior specialist or administrative position, with a minimum of five years relevant work experience prior to that, plus evidence of capacity to complete postgraduate studies.

Course Structure

Semester 1

21728	Public Sector Management
21711	Environment of Public Management

Semester 2

21731	Resources Management (Public)
21729	Human Resources Management (Public)

Semester 3

Electives
Electives

Semester 4

21718 Organisation Analysis and Design
Elective

Coursework Stream**Semester 5**

21753 Advanced Public Sector Management
Elective

Semester 6

21758 Strategic Management (Public)
Elective

Management Research Stream**Semester 5**

21751 Management Research Methods
21754 Research Proposal

Semester 6

21792 Research Project
21758 Strategic Management (Public)

Elective subjects

These may be selected from:

21736 Management Information Systems
Law for Managers
21732 Programme Evaluation
21765 Values, Ethics and Outcomes
21762 Clients and Markets
21768 Policy Studies
Advanced Resource Management
21764 Economics for Public and Community
Managers

Plus with approval, one graduate subject offered within UTS.

MASTER OF MANAGEMENT IN PUBLIC MANAGEMENT * SPECIALISATION IN GOVERNMENT BUSINESS ENTERPRISE

Admission Requirements

Category 1:

A Bachelors degree (in any discipline) plus at least two years relevant work experience.

Category 2:

Possession of undergraduate Diploma, minimum of two years relevant work experience, plus evidence of capacity to complete postgraduate studies.

Category 3:

Possession of other post-secondary qualifications, minimum of two years in a senior specialist or administrative position with a minimum of five years relevant work experience prior to that, plus evidence of capacity to complete postgraduate studies.

Course Structure**Semester 1**

21728 Public Sector Management
21711 Environment of Public Management

Semester 2

21731 Resource Management
21729 Human Resource Management (Public)

Semester 3

21762 Clients and Markets
21763 Management Information Systems

Semester 4

21718 Organisation Analysis and Design
21764 Economics for Public and Community
Managers (Public)

Coursework Stream**Semester 5**

21753 Advanced Public Sector Management
Elective

Semester 6

21758 Strategic Management (Public)
Elective

Management Research Stream**Semester 5**

21751 Management Research Methods
21754 Research Proposal

Semester 6

21792 Research Project
21758 Strategic Management (Public)

Elective subjects

These may be selected from:

21749 Computerised Information Systems for
Managers
Law for Managers
21768 Policy Studies
21732 Programme Evaluation
21765 Values, Ethics and Outcomes.

MASTER OF MANAGEMENT IN PUBLIC MANAGEMENT SPECIALISATION IN HEALTH MANAGEMENT

Admission Requirements

Category 1:

A Bachelors degree (in any discipline) plus at least two years relevant work experience.

Category 2:

Possession of undergraduate Diploma, minimum of two years relevant work experience, plus evidence of capacity to complete postgraduate studies.

Category 3:

Possession of other post-secondary qualifications, minimum of two years in a senior specialist or administrative position with a minimum of five years relevant work experience prior to that, plus evidence of capacity to complete postgraduate studies.

Course Structure

Semester 1

- 21728 Public Sector Management
- 21738 Environment of Health Management

Semester 2

- Resource Management
- 21729 Human Resource Management (Public)

Semester 3

- 21749 Computerised Information Systems for Managers
- Law for Managers

Semester 4

- 21718 Organisation Analysis and Design
- Elective

Coursework Stream

Semester 5

- 21753 Advanced Public Sector Management
- Elective

Semester 6

- 21758 Strategic Management (Public)
- Elective

Management Research Stream

Semester 5

- 21751 Management Research Methods
- 21754 Research Proposal

Semester 6

- 21792 Research Project
- 21758 Strategic Management (Public)

Elective subjects

Selected from:

- 21732 Programme Evaluation
 - 21765 Values, Ethics and Outcomes
 - 21762 Clients and Markets
 - Advanced Resource Management
 - 21764 Economics for Public and Community Managers
- Plus - with approval, one graduate subject offered within UTS.

MASTER OF MANAGEMENT IN PUBLIC MANAGEMENT SPECIALISATION IN SOCIAL POLICY*

Admission Requirements

Category 1:

A Bachelors degree (in any discipline) plus at least two years relevant work experience.

Category 2:

Possession of undergraduate Diploma, minimum of two years relevant work experience, plus evidence of capacity to complete postgraduate studies.

Category 3:

Possession of other post-secondary qualifications, minimum of two years in a senior specialist or administrative position with a minimum of five years relevant work experience prior to that, plus evidence of capacity to complete postgraduate studies.

Course Structure

Semester 1

- 21728 Public Sector Management
- 21711 Environment of Public Management

Semester 2

- 21731 Resources Management
- 21729 Human Resource Management (Public)

Semester 3

- 21762 Clients and Markets
- Elective

Semester 4

- 21718 Organisation Analysis and Design
 21764 Economics for Public and Community Managers

Coursework Stream**Semester 5**

- 21753 Advanced Public Sector Management
 Managing Human Services

Semester 6

- Policy Process
 21758 Strategic Management (Public)

Management Research Stream**Semester 5**

- 21751 Management Research Methods or
 Social and Community Research
 21754 Research Proposal

Semester 6

- 21792 Research Project
 21758 Strategic Management (Public)

Elective subjects

Selected from:

- 21763 Management Information Systems
 Law for Managers
 21765 Values, Ethics and Outcomes
 21732 Programme Evaluation
 Advanced Resource Management

Plus - with approval, one graduate subject offered within UTS.

MASTER OF BUSINESS (MARKETING)

The Graduate Diploma in Marketing (GDM) course provides the base entry to the Master of Business (Marketing) Course. Essentially, the Master of Business (Marketing) course adds a further part-time year to the two-year (part-time) GDM. It adds four more subjects to the eight in the GDM for a total of 12 subjects. The subject structure of the GDM is:

Semester 1

- 24702 Marketing Theory and Practice
 22740 Accounting for Marketing

Semester 2

- 24710 Buyer Behaviour
 Elective

Semester 3

- 24720 Marketing Research
 Elective

Semester 4

- 24730 Advanced Marketing Management
 Elective
 24712 Multinational Marketing
 24713 Sales Management
 24731 Advertising Management
 22741 Marketing Legislation in Australia
 24742 New Product Management

Electives

- 24712 Multinational Marketing
 24713 Sales Management
 24731 Advertising Management
 22741 Marketing Legislation in Australia
 24742 New Product Management

Those who are accepted into the Masters course will complete all of the above five 'elective' subjects plus 24750 Marketing Decision Analysis, and 24790 Business Project-Marketing.

GRADUATE DIPLOMA COURSES**GRADUATE DIPLOMA IN ACCOUNTING AND FINANCE**

The skills required by accountants have been changing over the last decade under the influence of modern technology and this influence is likely to accelerate in the next few years. The major technological influence on accounting, (viewed as a discipline concerned with the management of information for use by organisations and individuals) is the rapid development of computer hardware and software.

There are now two major accounting activities. First there are the technical skills involved in the collection, classification and reporting of information. The second important activity is the understanding of the interface in the use of information. Knowledge of the behavioural impact of accounting information, organisational relations, and the utilisation of accounting information for corporate financial decisions is important to managers of accounting information systems. For instance, many job situations require an understanding of the issues arising in modern finance practice and in particular require techniques for financial appraisal and for designing an appropriate funding mix.

Students enrolling in the programme will also be expected to adapt quickly to these new developments in the profession.

Structure and Scope of the Course

The course comprises eight subjects which may be selected according to academic background and interest. Students who want to deepen their understanding of accounting and information systems would select subjects 22751 Corporate Accounting Issues, 22730 EDP Control & Audit and 22705 Management Planning & Control. Students who wish to develop their understanding of corporate finance functions would tend to select other subjects. In addition, students interested in banking finance may now select from two new electives: 25751 Financial Institution Management and 25752 Financial Institution Lending. Those who do so may qualify for Senior Associate status with the Australian Institute of Bankers (AIB).

The programme shown hereunder has been designed for maximum flexibility. Any combination of subjects may be chosen from the ones listed (subject to prerequisites shown) except that the subject 22726 Accounting and Financial Administration is only to be taken by those selecting finance subjects and must not be taken by students who have undertaken an accounting major in undergraduate studies.

The overall study programme will contain some formal lectures but generally the material will be presented in seminars. The knowledge and insight of participants with detailed experience in business and government will be combined with presentations by the academic staff of new developments in their disciplines and the results of current research.

In addition to class activity students will be exposed to practical aspects of business and a substantial amount of independent reading.

Course Structure

Semester 1

22733	Companies and Securities Law
22708	Management Information Systems

Semester 2

25742	Financial Management
22751	Corporate Accounting Issues, or
22726	Accounting and Financial Administration **

Semester 3

22705	Management Planning and Control
25721	Investment Management

22743	Financial Statement Analysis and Financial Modelling
25751	Financial Institution Management

Semester 4

22730	EDP Control and Audit
25741	Capital Markets
25744	Current Issues in Finance
25752	Financial Institution Lending

* Students elect to take two of the four subjects offered.

** Students who have completed accounting subjects in their undergraduate studies must not take Accounting and Financial Administration.

Students enrolled in the Graduate Diploma in Accounting and Finance are assumed to have adequate knowledge to preclude the necessity of doing the prerequisites for 25742.

Admission Requirements

Subject to the availability of places, admission to the course will be open to applicants who:

- (a) are graduates, including diplomates of a University or College of Advanced Education, and who have majored in accounting; or
- (b) possess an equivalent qualification; or
- (c) submit such other evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies; and
- (d) a minimum of two years relevant experience in industry, commerce or government at an appropriate level.

GRADUATE DIPLOMA IN ADMINISTRATION

The course has been designed to provide a basis for the development of careers in management for graduates who have not previously undertaken an administrative studies degree course. It should have particular appeal for holders of non-business degrees, such as graduates in engineering, science, law, architecture, arts and computing.

Course Objectives

The aims of the course are to enable suitably qualified applicants to:

1. gain an understanding of the administrative processes and a knowledge of contemporary approaches to them for the effective performance of managerial functions;

2. develop and improve skills in decision making and problem solving;
3. obtain an understanding of the environment in which firms operate.

Admission Requirements

The basis of eligibility for admission to the programme is as follows:

- (a) possession of an undergraduate degree from a recognised University or College of Advanced Education; or other evidence of general and professional qualifications as will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies and
- (b) a minimum of two years experience in industry, commerce or government.

Course Structure

The programme is structured on a part-time basis over a two year period. Students take a maximum of eight subjects at the normal rate of two per semester, where each subject involves the equivalent of three hours class attendance per week.

Semester 1

23703	Economics for Management
21710	Quantitative Methods

Semester 2

22726	Accounting and Financial Administration
21718	Organisation Analysis and Design

Semester 3

22727	Information for Management Decisions
24701	Contemporary Marketing Management

Semester 4

21715	Strategic Management
22729	Legal Environment of Business

GRADUATE DIPLOMA IN BANKING AND FINANCE

General Information

The method of entry to this course is the prior successful completion of either the Graduate Certificate in Financial Studies or the Graduate Certificate in Banking.

The Student then undertakes the remaining four subjects during his/her period of enrolment in the Graduate Diploma.

Course Structure

23703	Economics for Management
25761	Elements of Financial Management
22726	Accounting and Financial Administration
25705	Financial Modelling and Forecasting

25741	Capital Markets
25751	Financial Institution Management
25752	Financial Institution Lending
25721	Investment Management
	or
22775	Finance Law

Admission

Prior completion of either the Graduate Certificate in Financial Studies or the Graduate Certificate in Banking.

Course Fees

This course is offered on a full fee paying basis. The current cost is \$1,250 per subject.

GRADUATE DIPLOMA IN EMPLOYMENT RELATIONS

The course has been designed primarily for individuals who are currently employed or show potential for employment, at senior policy-making levels in the fields of employment relations, including the specific areas of personnel management, industrial relations, occupational health, affirmative action and training.

Course Objectives

The main objective is to provide an opportunity for such people to study in-depth and at a professional level those factors contributing to the complexity of decision-making in Australian Personnel Management and Industrial Relations and as a result of this study to improve the quality of their own skills, problem-solving and decision making and advice to senior management. In addition the course provides an opportunity for line managers from the functional areas of management, and other qualified persons with a specialist interest, to improve their competency in this field.

Admission Requirements

Admission to the course is open to applicants who:

- (a) possess a Bachelors Degree from the University of Technology, Sydney; or
- (b) possess an equivalent qualification; or
- (c) submit such other evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies.

In addition to the above formal qualifications, to qualify for admission to the programme, applicants need to provide evidence that:

- (a) they have had recent practical experience at a responsible level in either Personnel Management or Industrial Relations: in business, the public sector or trade unions;
- (b) they are gaining experience in Employment Relations that will subsequently equip them to hold a responsible senior position; or
- (c) they have had experience in line management where further knowledge and skills in Personnel Management and/or Industrial Relations would be extremely beneficial

Admission to the course is on a quota basis and is determined on the basis of the students' ability to cope with the content of the course, benefit from it and make use of it in Australian business or government organisations.

Each student's study programme is made up of formal lectures, seminars, project and field work. In the final stages of the course students are involved to a greater degree in seminar activity involving independent reading and discussion in seminar sessions of topics essential to the field.

The aim of the whole course is to achieve a sound balance of theory and practice. Consequently the course includes such practical activities as participation in staff selection activities and human resource development activities, observation of day-to-day activities of trade union officials, observation of proceedings before industrial tribunals, etc.

Course Structure

(All subjects equivalent to three hours attendance per week.)

Semester 1

- 21720 Employment Relations
- 22731 Industrial Law

Semester 2

- 21719 Organisational Behaviour
- Elective*

Semester 3

- 21724 Human Resource Management
- 21725 Organisational Change and Adaptation

Semester 4

- 21702 Industrial Relations
- 21760 Employment Conditions

*Elective

Students will be free to choose one of the following subjects:

22711 Advanced Industrial Law

21729 Public Personnel Management

OR

A graduate subject conceptually related to the course and the student's own area of interest and responsibility, as approved by the course co-ordinator.

GRADUATE DIPLOMA IN MARKETING

The objectives of the course are:

- (a) to provide an understanding of marketing, marketing management, and marketing functions;
- (b) to develop skills in identifying marketing management problems;
- (c) to foster skills in developing and analysing alternative marketing strategies for solving marketing management problems;
- (d) to develop skills in generating, evaluating, and utilising relevant information for use in solving marketing management problems.

Structure and Scope of the Course

Each student's study programme is made up of formal lectures, case studies, projects and field work. Because of the small numbers of students in each class, emphasis through the course is placed on collaborative effort of students and staff. In the final stages of the course, students are involved to a greater degree in seminar activity involving independent reading and discussion in seminar sessions of topics essential to the field. The aim of the course is to achieve a sound balance of theory and practice. Consequently the course includes such practical activities as participation in a market research project and examination of current marketing case studies.

The course has been designed so that it has some flexibility and the individual course programme caters for the professional development needs of each student. Consequently there are a number of common subjects to be completed by all students, and in addition, provision has been made to allow some concentration in the final stages.

The course commences with necessary foundation subjects, branches into functional sub-disciplines and concludes with an integrating subject.

As a result of the practical nature of the course, students are required to participate in projects set by individual subject co-ordinators. These do not extend beyond one

semester and are aimed at integrating subject matter, particularly in the final semester subject.

Semester 1

24702 Marketing Theory and Practice
22740 Accounting for Marketing

Semester 2

24710 Buyer Behaviour
Elective

Semester 3

24720 Marketing Research
Elective

Semester 4

24730 Advanced Marketing Management
Elective

Elective Subjects

24731 Advertising Management
22741 Marketing Legislation in Australia
24712 Multinational Marketing
24742 New Product Management
24713 Sales Management

Admission Requirements

Subject to the availability of places, admission to the course will be open to applicants who:

- (a) are graduates of a University or College of Advanced Education; or
- (b) possess an equivalent qualification; or
- (c) submit such other evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies.

In addition to the above formal qualifications, applicants are required to provide evidence of substantial relevant experience in business or the public sector.

A limited number of places will be available to applicants who have gained extensive business experience and have held a position of responsibility but who have no formal tertiary education.

GRADUATE DIPLOMA IN OPERATIONS MANAGEMENT

This course is directed at two levels. Firstly, the operations manager (or potential operations manager) who recognises the need for training in the management of operations, and secondly, other functional managers,

including those in general management, who seek to improve their managerial effectiveness by developing some knowledge of operations management.

Admission Requirements

Subject to the availability of places, admission to the course will be open to applicants who:

- (a) are graduates, including diplomates of a University or College of Advanced Education; or
- (b) possess an equivalent qualification; or
- (c) submit such other evidence of general and professional qualifications that will satisfy the Faculty Board in Business that the applicant possesses the educational preparation and capacity to pursue graduate studies; and
- (d) have substantial relevant experience in business or the public sector.

A limited number of places will be available to applicants who have gained extensive business experience and have held a position of responsibility but who have no formal tertiary education.

Course Structure

Semester 1

21741 Operations Management
21742 Quantitative Management

Semester 2

22726 Accounting and Financial Administration
21743 Productivity and Quality Management

Semester 3

21719 Organisational Behaviour
21744 Production Planning and Control
or
21745 Service Operations Management

Semester 4

21747 Operations Management Policy
Elective

Elective Subjects

21748 Business Project - Operations Management
21746 Ergonomics
21720 Employment Relations
21718 Organisation Analysis and Design

GRADUATE CERTIFICATE COURSES

Courses in Financial Studies and Banking are offered by the School of Finance and Economics. Full details can be obtained by contacting the Graduate Courses Office 330 1990.

CONTINUING MANAGEMENT EDUCATION PROGRAMME

The Faculty offers a range of short courses on specialist professional topics, and is constantly expanding its activities in this direction. In addition to those advertised, extension courses can often be arranged on request from a suitable number of applicants. A variety of durations and attendance patterns can be arranged to suit clients' needs.

Most courses are conducted by the Continuing Education Directorate, though some are conducted through the University's affiliated research and development company Insearch Ltd.

Courses offered in 1991 were:

- Accounting and Profit Control for Non-Financial Executives
- Applied Financial Management
- Auditing
- Advanced Income Tax
- Advertising Management
- Banking and Lending Practice
- Commercial Banking and Finance
- Commercial Law for Business
- Company Law
- Corporate Reporting
- Corporate Financial Statement Analysis
- dBase 111+
- Ergonomics (Extensive)
- Ergonomics Fundamentals
- Finance for Non-Financial Executives
- Financial Accounting 4
- Financial Management
- Financial Statement Analysis
- Fundamental Techniques of Total Quality Control
- FX and Money Markets
- Graduate Conversion Course in Accounting
- Indirect Taxes
- Insurance Contracts
- Introduction to Microcomputers
- Life Insurance Practice
- Life Insurance Laws
- Lotus 1-2-3
- Management Accounting 1
- Management Accounting 2
- Management Information for Life Insurance Companies
- Managerial Skills
- Marketing Practice
- Options
- Personal Investment
- Reinsurance
- Risk Management

- Spreadsheets for Financial Planning
- Superannuation and Retirement Planning
- Taxation 1
- Taxation 2
- Theory of General Insurance

BACHELOR OF BUSINESS (HONS)

The Faculty offers an honours course with subject areas that correspond with the current Bachelor of Business Majors. The common core comprises four subjects, representing a common structure, with the content of the subjects determined by the School. The four core subjects are: Advanced Theory; Research Methods; Readings for Thesis; and Thesis.

The minimum duration of the BBus (Hons) Course is one year (two semesters) full time and two years (four semesters) part time.

Details on admission requirements are available from the Faculty of Business.

UNDERGRADUATE PROGRAMME

BACHELOR OF BUSINESS

The undergraduate degree programme leads to the award of Bachelor of Business (BBus). Students have a choice of following one of seven major areas of study: Accounting, Management, Banking, Economics, Finance, Finance and Economics, and Marketing. These major areas of study provide the specialisation in the Bachelor of Business programme which is broadened by a common foundation core and common capstone subject. Students in the course may use their elective subjects to complete one of the Faculty's Sub-Majors (detailed below) for further specialisation or to widen their fields of studies.

In addition to satisfying the general requirements for admission to the University of Technology, Sydney, applicants should possess qualifications equivalent to HSC two Units of English and two Units of Mathematics. Applicants for the course who are relying for admission on qualifications gained in countries where English is not the spoken language are advised to contact the UTS Information Service.

The Bachelor of Business course may be completed on either a full-time or a part-time attendance pattern, or a combination of these. On a full-time basis, a student may complete the degree programme in a minimum of three years. Part-time attendance allows a student to complete the degree in a period of six years, attending over twelve

semesters. The part-time pattern involves attendance in two evening classes and one daytime class. All subjects are taught for three hours per week per semester. *Attendance in a daytime class is compulsory* and may not be substituted by an evening class. Students may change attendance pattern with approval from the Faculty.

COURSE PROGRAMME

Major Specialisations

Students must select one of these Majors at the time of initial enrolments in the course:

Foundation Core

Level 1

21125 Australian Business Environment
21130 Organisational Behaviour
22105 Accounting A
22115 Business Information Systems
24105 Principles of Marketing

25110 Microeconomics
26122 Business Statistics
79101 Law for Business

Level 2

21215 Management and Communication Skills
22205 Accounting B
25209 Macroeconomics

Level 3

25308 Financial Institutions and Markets
25314 Business Finance 1

CAPSTONE

Level 6

21609 Corporate Strategy

ACCOUNTING MAJOR

Level 2

79267 Commercial Law

Level 3

22320 Financial Accounting 1
22321 Management Accounting 1
79365 Company Law
79462 Revenue Law

Level 4

22420 Financial Accounting 2
22421 Management Accounting 2

Level 5

22520 Financial Accounting 3
22521 Management Accounting 3
22522 Auditing
(Note: 22522 may be undertaken as corequisite of 22420)

MANAGEMENT MAJOR

Level 1

21131 Operations Management

Level 2

21210 Business and Government
21221 Organisation Design and Change

Level 3

21306 Employment Relations
21321 Organisational Diagnosis and Evaluation

Level 6

21630 Business Policy
PLUS **four** (4) subjects from **one** (1) of the following concentrations:
Human Resource Management
Applied Psychology
Operations Management
Business Management
Tourism Management
Leisure Management
Sports Management
Communications Studies
Information Studies
Training and Staff Development

BANKING MAJOR

Level 2

79366 Banking Law

Level 4

25406 Quantitative Techniques for Finance and Economics
25409 Commercial Banking and Finance
25410 Corporate Financial Statement Analysis
254xx Economics of Money and Finance
254xx Applied Financial Management
254xx International Banking

Level 5

25503 Investment Analysis and Portfolio Management
OR
259xx Investment Analysis and Portfolio Management (Honours)
25522 Bank Lending

Level 6

256xx Advanced Financial Instruments

ECONOMICS MAJOR**Level 2**25202 Business Forecasting
25210 Microeconomic Policy**Level 3**

Two (2) of the following:

25304 Asian-Australian Economic Relations
25305 Labour Market Economics
253xx Comparative Economic Systems
25306 Resource Economics
25307 Public Finance
25320 Underdeveloped Economy

plus

25303 Industry Economics
253xx Applied Business Economics
25309 Macroeconomic Policy
25315 International Economics**Level 4**25406 Quantitative Techniques for Finance and
Economics
254xx Economics of Money and Finance**FINANCE MAJOR****Level 4**25406 Quantitative Techniques for Finance and
Economics
25410 Corporate Financial Statement Analysis
254xx International Financial Management**Level 5**25502 Current Issues in Finance
25503 Investment Analysis and Portfolio Management
OR
259xx Investment Analysis and Portfolio Management
(Honours)
255xx Asset Pricing and Capital Market Studies
OR
259xx Asset Pricing and Capital Market Studies
(Honours)**Level 6**256xx Financing Decisions
256xx Real Asset Investment and Management

PLUS two (2) of:

256xx Advanced Financial Instruments
254xx Applied Financial Management
25202 Business Forecasting
OR
256xx Financial Time Series Analysis
22320 Financial Accounting I
OR
22321 Management Accounting I
256xx Security Market Regulation
OR
79366 Banking Law
OR
79462 Revenue Law**FINANCE AND ECONOMICS MAJOR****Level 2**25202 Business Forecasting
25210 Microeconomic Policy**Level 3**

One (1) of the following:

25303 Industry Economics
25304 Asian-Australian Economic Relations
25305 Labour Markets Economics
25306 Resource Economics
25307 Public Finance
253xx Applied Business Economics
253xx Comparative Economic Systems
25315 International Economics
25320 Underdeveloped Economy

PLUS

25309 Macroeconomic Policy

Level 425406 Quantitative Techniques for F&E
254xx International Financial Management
254xx Applied Financial Management
254xx Economics of Money and Finance**Level 5**25503 Investment Analysis and Portfolio Management
OR
259xx Investment Analysis and Portfolio Management
(Honours)**Level 6**

256xx Advanced Financial Instruments

MARKETING MAJOR

Level 2

- 24202 Buyer Behaviour
- 24203 Quantitative Analysis in Marketing
- 24205 Sales Management
- 24210 Advertising Management
- 24215 Marketing Strategy
- 24220 International Marketing
- 792xx Law for Marketing Management

Level 3

- 24309 Fundamentals in Marketing Research
- 24331 Marketing Decision Models

Level 4

- 24430 Applied Marketing Research

BACHELOR OF ACCOUNTING

The School of Accounting offers a Co-operative Education programme in Accounting. Full details are available from Arie Sietsma, Director of Co-operative Education, School of Accounting, Telephone (02) 218 9781.

DOUBLE DEGREE IN BUSINESS AND COMPUTING SCIENCES

Students initially enrol in the normal Bachelor of Business degree and take the Computing Science sub-major. On satisfactory completion of the Business Degree and the Computing Sciences sub-major, a student then applies to be admitted to the Bachelor of Applied Science (Computing Science). On admittance, the submajor, and part of the Business is used in lieu of the requirement for external electives in the BAppSc (CompSc).

JOINT DEGREE IN BUSINESS AND LAW

The business component of the proposed degree allows students a choice between specialisations in Accounting, Economics, Management, Finance and Economics, Finance, and Marketing. The course is of five years duration, undertaken on a full-time basis although the Law component requires attendance at evening classes. Graduates of the joint degree programme will possess the specialised knowledge which is required to serve the needs of the legal profession as well as relevant business professions. Only current HSC candidates under the age of 20 are eligible to apply.

THE BACHELOR OF MATHEMATICS AND FINANCE

The Bachelor of Mathematics and Finance is offered as both a three year pass degree and a four year honours degree. The course structure provides for an integrated programme of study in Mathematics, Statistics, Finance, Economics, Accounting, Business Law and Computing.

The mathematical component of the degrees provides the necessary background for the mathematical and statistical techniques which are finding increasing usage in the management of large institutional portfolios in general, and the pricing and hedging of modern financial instruments such as futures and options, in particular. The finance and economics components provide students with the grounding in accounting, economics and finance necessary to understand and become practitioners in Australia's evolving financial system.

Students undertaking this degree will readily find employment with major financial institutions such as banks, insurance companies and government instrumentalities, all of which have a large unmet demand for graduates with sound training in both traditional finance and the mathematical aspects of modern portfolio management.

BACHELOR OF BUSINESS SUB-MAJORS

Sub-Majors involve 5 units as a minimum, at least 3 of which must be additional to the foundation core or the relevant major.

Sub-Majors should be regarded as indicative at this stage, and the Faculty will review the list and the precise titles in 1991. The prerequisite and corequisite structures may reduce the choice available to any given student. It is *not* intended to offer all Sub-Majors at both campuses.

Indicated Sub-Majors include:

- Advertising Management
- Applied Psychology
- Banking
- Business Economics
- Business Law (Faculty of Law)
- Communication Studies (Faculty of Social Sciences)
- Economics
- Finance
- Financial Accounting (for non-Accounting majors only)
- Human Resource Management
- Information Systems (Faculty of Mathematical and Computing Sciences)
- Insurance
- Insolvency
- International Marketing

International Business Economics
 Management
 Management Accounting (for non-Accounting majors only)
 Operations Management
 Professional Accounting Practice
 Public Relations (Faculty of Social Sciences)
 Small Business Accounting

SUBJECT EXEMPTIONS, ADVANCED STANDING AND SUBJECT SUBSTITUTION

Students enrolling in the Bachelor of Business course who have previously undertaken a course of study at the University or at some other recognised tertiary education institution may be eligible for exemption if subjects previously studied are deemed by the Faculty to be equivalent to those specified for their course.

Students who have completed the following courses through the New South Wales Department of Technical and Further Education within three years* of commencing their Bachelor of Business degree may be entitled to the exemptions listed in Table 1. Entitlement is based on equivalent subjects being passed at level "B" or above.

*Students commencing their Bachelor of Business Degree in 1991 must have completed their TAFE Award in 1987 or later (i.e. graduated during 1988, within three years of commencing at the University).

Table 1

TAFE AWARD BBUS SUBJECTS

Associate Diploma/Advanced Certificate

- Accounting	Accounting A Accounting B Law for Business Commercial Law Australian Business Environment Management and Communication Skills
- Hospitality Management	Accounting A Law for Business Australian Industrial Relations Principles of Marketing

- Advertising	Principles of Marketing Advertising Practice Advertising Copywriting (Print) OR Advertising Copywriting (TV, Radio, Film)
- Banking and Finance	Accounting A Law For Business Australian Industrial Relations Management and Communication Skills Banking and Lending Practice
- Commerce	Accounting A Australian Business Environment Management and Communication Skills Law for Business Commercial Law 2
- Industrial Relations	Australian Business Environment Management and Communication Skills Australian Industrial Relations Industrial Relations Skills Industrial Relations Patterns and Practices Personnel Management
- Management	Australian Business Environment Principles of Marketing Personnel Management Organisation Analysis
- Marketing	Principles of Marketing Advertising Practice
- Personnel Management	Australian Business Environment Australian Industrial Relations Personnel Management Personnel Management Skills Management and Communication Skills

Table 1 (Continued)

TAFE AWARD	BBUS SUBJECTS
- Public Administration	Australian Business Environment Government A Government Accounting
- Public Relations	Principles of Marketing Publicity Practice
- Retail Management	Principles of Marketing
- Safety Management	Australian Business Environment Australian Industrial Relations Personnel Management Management and Communication Skills
- Training and Development	Australian Business Environment Australian Industrial Relations Personnel Management Management and Communication Skills

Students applying for exemptions on the basis of subjects completed at *institutions other than TAFE*, should apply as follows:

- (i) Read the University Calendar to select subjects equivalent to those already studied.
- (ii) Complete all details on the yellow "Application for Subject Exemption" form (available from the UTS Information Service, telephone 20930) and supply a copy of the official Academic Transcript and the relevant section of the other institution's handbook or syllabus as requested on the yellow form.
- (iii) Send the form and relevant documents to:
 - The Administrative Assistant
 - Faculty of Business
 - UTS
 - P.O. Box 123
 - BROADWAY NSW 2007

Please note that information on exemptions requested cannot be released until offers have been finalised in early February.

Subjects Linked by Name and Number

Names and/or numbers of certain subjects within the Faculty's courses, both past and present, have been allocated new subject names and/or numbers. For the purpose of administering the rules relating to double and triple failures, these subjects are considered materially the same. A list showing most of these is given on the following pages for reference.

SUBJECT EQUIVALENTS

For the purposes of administering rules relating to double and triple failures,
these subjects are considered *materially the same*.

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
	O.S.U. subjects denoted by alpha-numeric code Aarhus subjects denoted by ASB	
21130: Organisational Behaviour	BA352 Organisational Behaviour	21101: Organisational Psychology 21115: Administrative Behaviour 51101: Administrative Psychology 51405: Administrative Psychology 21242: Administrative Psychology 21142: Administrative Psychology 36202: Organisational Behaviour
21125: Australian Business Environment		21112: Management of Organisations 21105: Introduction to Business
21215: Management and Communication Skills		11111: Communication 1 21406: Management Skills
26122: Business Statistics	29041: Quantitative Business Methods - BA 235	21141: Business Statistics 21241: Business Statistics 21120: Quantitative Methods 33185: Statistics 63185: Statistics 37101: Quantitative Methods
21305: Industrial Relations Patterns		21303: Industrial Relations and Practices Disputation
21343: Quantitative Management	Introduction to Management Science BA338 and Applications of Management Science BA436 or BA434 and BA435 Management Science	
21210: Business and Government		21361: Government A 21361: Australian Government Organisation 21361: Government Organisation in Australia
21221: Organisation Design and Change	* ASB Organisation Theory and International Marketing 29001: Management Processes - BA302 or Organisation Design and 21402: Organisation Theory Control - BA460	21402: Organisation Theory 21111: Organisation Theory 36802: Organisation Design
21420: Industrial Relations Skills		21404: Industrial Relations Methods
21421: Australian Industrial Relations		21421: Industrial Relations

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
21422: Personnel Management.	29015: Personnel Management - BA467 and 21422: Personnel Management 1 29073: Personnel Management - BA468	21521: Personnel Management 1
21131: Operations Management	29023: Fundamentals of Operations Management - BA311	21447: Operations Management
21462: Fundamentals of Public Administration		21203: Public Administration 21562: Public Administration 1
21565: Public Sector Management A		21565: Public Administration 2
21570: Public Sector Management B	21727: Public Sector Employment Relations	
21591: International Management	International Environment and Management - BA486	
21601: Organisation and Management Project		21601: Applied Organisation Analysis
21670: Public Administration Project	21792: MBA Project - Public Sector Management	
21692: Public Policy		21120: Government Policy Seminar 2 21694: Government Policy Seminar 21205: Government Policy Seminars 21692: Administrative Policy- Public Administration 21119: Government Policy Seminar I
21696: Contemporary Issues in Management		21109: Business Policy Seminars 21118: Business Policy Seminar 2 21592: New Horizons in Business
21715: Strategic Management	ASB Strategic Management	
21697: Business Policy and Simulation		21691: Business Policy and 21693: Managerial Simulation (Business)
21727: Public Sector Employment Relations	21570: Public Sector Management B	
21731: Public Sector Finance & Accounting		23705: Public Sector Finance and Accounting
21792: Business Project - Public Sector Management	21670: Public Administration Project	

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
22105: Accounting A	31914: Financial Methods 1	22101: Financial Accounting 1 22183: Financial Methods 1 22111: Financial Accounting 22112: Financial Accounting 1 22001: Principles of Accounting 31108: Accounting 1
22115: Business Information Systems		22220: Business Information System1 38101: Computing 1
79101: Law for Business		22160: Commercial Law 1 9001B: Business Law 21112: Business Law 22211: Business Law A 21160: Commercial Law 1 31405: Law and the Legal Process
22205: Accounting B		31205: Accounting II 22202: Financial Accounting 2 22113: Financial Accounting 3 22306: Managerial Cost Accounting
22204: Government Accounting 1		22304: Government Accounting 1
79267: Commercial Law		22261: Commercial Law 2 22212: Business Law B 22214: Commercial Law 2 34201: Commercial Law
22262: Marketing & Consumer Protection	22741: Marketing Legislation in Australia	
22321: Management Accounting 1	29000: Managerial Accounting BA212	22308: Management Accounting 1 22303: Cost Accounting 22305: Cost Accounting 22121: Management Accounting 1 22305: Management Accounting A 31405: Accounting IV
22306: Managerial Cost Accounting	22308: Management Accounting 1 31915: Financial Methods 2	22184: Financial Methods 2 22305: Management Accounting A
79365: Company Law		22362: Company Law 22221: Company Law & Procedures 22361: Company Law Administration 34301: Company Law
22365: Administrative Law 1	22732: Law for Administrators	22465: Administrative Law 22222: Administrative Law 22365: Administrative Law

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
22366: Administrative Law 2		22366: Legal Regulation of the Economy
22367: Property Law 3		22367: Intellectual Property Law
22522: Auditing	29047: Auditing 1 - BA427	22401: Auditing 22506: Auditing 1 22401: Auditing 1 22143: Auditing & Internal Control 1 31406: Auditing
22320: Financial Accounting 1		31305: Accounting III 22405: Financial Accounting 4 22301: Financial Accounting 3
22421: Management Accounting 2	29060: Cost Accounting 1 BA421 and Cost Accounting 2 - BA422	31505: Financial Accounting V 22406: Management Accounting B and 22501: Management Accounting C 32408 Management Accounting 2
79462: Revenue Law		22463: Taxation 1 22231: Taxation 22232: Taxation 1 34401: Revenue Law 22564: Taxation 2 22233: Taxation 2
22466: Trade Law		22466: Trade Practices Law
22468: Labour Law		22468: Labour Law 1
22510: Advanced Companies and Securities Law		22150: Company Law 2
22512: Advanced Auditing Techniques		22730: EDP Control & Audit
22565: Business Information Systems 2	31525: Systems Analysis Management Information Systems	31124: Systems Analysis 31125: Systems Analysis 22565: Information Systems
22521: Management Accounting 3		22601: Controllership 22155: Controllership 22508: Controllership
22520: Financial Accounting 3		22608: Corporate Reporting: Professional and Conceptual Issues 22508: Issues in Corporate Reporting and 22613: Corporate Reporting and Auditing 31605: Accounting VI

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
22610: Termination & Executorship Accounting		22610: Termination Accounting 22610: Termination Accounting & Executorship
22612: Corporate Control & Power		22612: The Corporation & Modern Society
22660: Property Law 1		22600: Commercial Law 3
22661: Advanced Labour Law		22661: Labour Law 2
22663: Advanced Income Tax		22363: Taxation 3 22663: Taxation 3
22730: EDP Control & Audit	22512: Advanced Auditing Techniques	22730: Auditing & EDP
22732: Law for Administrators	22365: Administrative Law 1	
22733: Companies and Securities Law		22713: Legal & Economic Environment of Business 22733: Company Law and Regulation
22741: Marketing Legislation in Australia	22262: Marketing & Consumer Protection	
25110: Microeconomics	29042: Microeconomic Theory - EC457 and Principles of Economics - EC213	23105: Microeconomics 23207: Microeconomics 23207: Microeconomic Theory 23102: Economics 2 32201: Economics 2
25209: Macroeconomics	Principles of Economics - EC214 and Macroeconomic Theory & Policy - EC475	23106: Macroeconomics 23101: Economics 1 23204: Macroeconomics 32301: Economics 3
25309: Macroeconomic Policy	29064: Macroeconomic Theory & Policy Policy - EC475 and EC476	23308: Macroeconomic Policy 23308: Advanced Macroeconomic Policy 23103: Economics 3
25210: Microeconomic Policy		23310: Microeconomic Policy 21114: Economics 4 23104: Economics 4 23309: Advanced Microeconomics 23104: Economics 4
23401: Comparative Economic Systems	29022: Comparative Economics Systems - ED450 and ED45I	
25302: Industry Economics	29077: Industrial Organisation - EC461	23402: Industry Economics

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
25308: Labour Market Economics	29045: Labour Economics - EC427 and Labour Problems - EC425 ASB Labour Econ for Bus Economist	23403: Theory & Application of Labour Economics 32302: Labour Market Economics
25315: International Economics	29078: International Economics EC440 and EC441	23406: International Economics 32601: International Business Economics
25702: Business Forecasting Methods	Introduction to Econometric - EC383 and Econometrics - EC483	23408: Advanced Topics in Applied Economics 23412: Business Forecasting
23414: Real Estate Investment Decisions		23414: Urban Economics 23409: Urban & Regional Economics 23414: The Economics of Urban Real Estate Management
24105: Principles of Marketing	29074: Marketing - BA312	24201: Principles of Marketing 21107: Principles of Marketing 24301: Principles of Marketing 36403: Marketing for Managers
24202: Buyer Behaviour	29067: Consumer Behaviour - BA476	24302: Consumer Behaviour 36605: Consumer Behaviour
24203: Quantitative Analysis in Marketing		24305: Quantitative Analysis in Marketing
24205: Trade Marketing		24410: Industrial Marketing
24303: Distribution Channel		24732: Distribution Channels
24309: Fundamentals of Marketing Research		24403: Marketing Research 36504: Res for Mktg Problems 24403: Fundamentals of Marketing Research
24331: Marketing Decision Models		24512: Marketing Decision Models
24430: Applied Marketing Research		24503: Applied Marketing Research
24404: Sales Administration	29025: Sales Management - BA475	
24220: International Marketing	29026: International Marketing- BA484 ASB International Marketing	24507: International Marketing 36505 International Marketing 24407 International Marketing
24210: Advertising Management	Management of Marketing Communications - BA473	24411: Advertising Management 24508: Promotional Management 24406: Promotional Management 11604: Advertising & Media Management

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
24415: Marketing Strategy	29020: Marketing Policy - BA472	24506: Marketing Management/Strategy 36612: Marketing Planning & Implementation
24509: Physical Distribution Management	29052: Distribution Management-BA474	
24601: Contemporary Issues in Marketing Management	24510: Contemporary Issues in Marketing Management	
24730: Advanced Marketing Management	24730: Marketing Management	
24732: Distribution Channels	24303: Distribution Channels	
25314: Business Finance 1	29027: Finance - BA313 and 20931: Financial Management - BA447 22141: Financial Management	21102: Finance 1 21105: Finance 2 25141: Financial Management I 31504: Corporate Finance 25301: Financial Management
25414: Business Finance 2		25401: Financial Management & Policy 22141: Financial Management 25142: Financial Management 2 31604: Advanced Corporate Finance
25505: Securities Market Regulation		25450: Securities Market Regulation
25503: Investment Analysis & Portfolio Management	29072: Securities Analysis & Portfolio Management - BA443	25521 Investment Analysis and Portfolio Management 31502: Security Analysis & Portfolio Management
25515: International Finance Management	29048: International Financial - BA485 ASB International Financial Management	25531: International Finance 31603: International Finance
25741: Capital Markets		25741: Australian Money & Capital Markets
25304: Asian-Australian Economic Relations		23417: Asian- Australian Economic Relations
25306: Resource Economics		23311: Commodity Economics
25307: Public Finance		32503: Public Finance
25308: Financial Inst & Marketing		25541: Financial Inst & Marketing
25320: Underdeveloped Economy		32404: Underdeveloped Economy

Current Subject	Current Equivalent Subject	Equivalent Subject Offered Previously
25321: Socialist Systems		32405: Social Economic Systems
25408: Current Issues in Business Economy		23602: Current Issues in Business Economy
25409: Commercial Banking and Finance		22412: Commercial Banking and Finance
25415: Personal Investment		25201: Personal Investment
25502: Current Issues in Finance		25510: Current Issues in Finance
25522: Bank and Lending Practice		25560: Banking and Lending Practice

POSTGRADUATE SUBJECTS SYNOPSIS

21702 INDUSTRIAL RELATIONS

This subject provides an in-depth knowledge of the institutions, processes and forces in Australian industrial relations. The contemporary pressures upon industrial relations and the major legislation affecting the workplace will be discussed and analysed. The practical skills required to effectively handle industrial relations will also be covered particularly those relating to grievance procedures, negotiations and advocacy.

21710 QUANTITATIVE METHODS

This subject provides the student with the basic tools necessary for the quantitative analysis of business problems. Major areas of focus: use of statistics in decision making, and the techniques used in forecasting business activities.

21711 ENVIRONMENT OF PUBLIC MANAGEMENT

Topics studied: Constitutional provisions and practice; Federal-State relationships; State and Local Government; Structure of government; Westminster conventions and Australian adaptations; Political parties and elections; the media and politics; Ministers and managers; co-ordination and central agencies; administrative reform.

21714 PUBLIC POLICY

Prerequisites: 21728 Public Sector Management, 21729 Public Personnel Management plus one subject (from Group 1 and Group 2. Group 1: 21711, 21733, 21738. Group 2: 21731, 21739, 21735.

This subject is designed to develop an appreciation of the theories and models relevant to the analysis and making of public policy. This is an integrating subject wherein students will have the opportunity to examine managerial policy making at agency level, taking account of broader public policy developments. Involves a simulation game.

21715 STRATEGIC MANAGEMENT

Prerequisites: All subjects in Semesters 1-3 of the G.D.A.

Integrating subject concerned with top management strategy for, and management of, change in economic and social environment of business. Case studies from real business situations examined. Short but complex business game undertaken.

21717 INTERNATIONAL MANAGEMENT

Topics: an overview of the nature and scope of international business and management; the framework for international transactions; environmental variables; management variables; comparative management styles.

21718 ORGANISATION ANALYSIS AND DESIGN

Topics: historical perspective; components of organisational structure; consequences of structural deficiencies, structural contingencies; limitations of organisational design; job design; communication; differentiation; integration; control-organisation performance; ideology of management; technology of organisation; personal skills of employees; environment of organisation; size of organisation; goals and politics of organisation and bureaucracies; organisations of the future; beyond the work ethic; the development of large-scale organisations and bureaucracies.

21719 ORGANISATIONAL BEHAVIOUR

This subject uses knowledge from the behavioural sciences to explain human behaviour at work. Students are introduced to the basics of individual psychology which is then applied to the fields of motivation and job design. The problem of individual adjustment is further addressed via the study of occupational stress. Social psychology's work on group dynamics is presented and applied to the management of work groups and committees. The question of intergroup behaviour and conflict is discussed as an adjunct to a coverage of power and politics in organisations. Finally, the question of change in organisations draws upon much of the foregoing.

21720 EMPLOYMENT RELATIONS

This subject provides an introduction to the areas of industrial relations and personnel management. The historical steps in the development of the personnel function and the forces which have shaped the development of the personnel function are examined. The major functions of personnel and industrial relations managers are explored, as well as the relationship between the personnel and industrial relations functions in the modern organisation. The nature of industrial relations and the various theoretical approaches to the subject are examined. A study is made of the nature of industrial conflict and the contribution to understanding made by several conflict theorists. The structure and functioning of the formal industrial tribunal systems in Australia are examined, as well as the form and function of the employer and employee organisations party to employment relations.

21721 BUSINESS POLICY

Prerequisites: All subjects in Semesters 1 - 7 inclusive.

Topics: the concept and fields of business policy/strategy: conceptual implementation: formulating policy/strategy: selection of strategy: implementation of strategy: evaluation/ modification of strategy.

21722 MANAGEMENT 1

Prerequisite: 21719 Organisational Behaviour.

The emphasis in this subject is placed on acquiring knowledge of management theory and values, the role of the manager, and managerial decision making, with focus on the latest research findings in the area. This is done through lectures, individual reading assignments, seminar discussions and practical exercises.

The main objectives of the subject are:

- (a) to build on the foundation provided by the core subjects in the MBA programme, particularly Organisational Behaviour, Organisation Analysis and Design, and Employment Relations.
- (b) to allow students to study in-depth the latest developments in management theory and research as they relate to effective management of organisations.
- (c) to evaluate the applicabilities of these theories to management in the Australian environment.
- (d) to provide the necessary reading background for students to be able to complete the Project in Management.

The subject covers three integrated areas: decision making, understanding individual and interpersonal behaviour, and the manager's role.

21723 MANAGEMENT 2

Prerequisite: 21718: Organisational Analysis and Design.

The subject consists of two components – a knowledge component and a skills component. The former is presented through normal lecture-discussions. These lectures cover management theory including latest research findings in the area. The skills component is covered in an intensive three-day, non-residential workshop. During this workshop students have the opportunity to experiment with and improve various management skills related to the material presented in the knowledge component of the subject.

The objectives of the subject are to enable students to understand the role of power and politics in organisations, and to develop managerial skills necessary for managing organisational change.

The subject content includes power and politics in organisations; planning and introducing change in organisations; diagnostic techniques for organisational change; implementing organisational change; case studies in organisational change; skills workshops.

21724 HUMAN RESOURCE MANAGEMENT

Prerequisite: 21720 Employment Relations

This subject builds upon the coverage of the basic areas of Human Resource Management covered in 21720 Employment Relations. Students will be expected to:

- (1) locate, analyse and debate the relevance of recent research, theoretical concerns and policy issues;
- (2) develop practical skills in areas such as interviewing, giving oral presentations and programme design, and
- (3) consider the major contextual variables and their relationships to human resource management strategies.

Major topics include: staff and career development, interviewing and counselling, assessing and correcting work performance, staff selection, the influence of the Australian context, human resource planning and the relationship of the above factors to the various viewpoints on human resource management.

21725 ORGANISATIONAL CHANGE AND ADAPTATION

In this subject, students develop an understanding of strategies, methodologies and intervention techniques and skills in managing planned or adaptive organisational change.

Topics: diagnostic models, collecting, analysing and feeding-back data, models of change, structural interventions, human process interventions, strategy technology, environment and relationship to change. Issues in consultant - client relationship.

21728 PUBLIC SECTOR MANAGEMENT

Students in this subject will be able to achieve four aims: to recognise responsibilities and challenges facing managers in the public sector; to relate the operation of the individual government agency to its environment by means of a corporate management model; to analyse and evaluate management practices; to gain experience in the application of appropriate management skills.

21729 HUMAN RESOURCE MANAGEMENT (PUBLIC)

Topics studied: Concepts and models, contexts and catalysts, equity, workforce planning, jobs, recruitment, selection, mobility, performance appraisal, human

resource development, employee justice, industrial relations framework; democracy; industrial cutbacks, issues and future challenges.

21730 MANAGERIAL SKILLS WORKSHOP

Prerequisite: Some knowledge of management. Admission usually restricted to students in specified courses.

The emphasis in this subject is on the acquisition of managerial skills. The approach is one where each student is initially required to do a considerable amount of prereading and consultation with lecturers in order to (a) acquire a strong theoretical base in the area of managerial skills; and (b) define specific skills that he/she would choose to develop and improve. All students are then required to attend an intensive five-day skills development workshop. During this workshop, students will have the opportunity to experiment with and improve various managerial skills identified through research and consultation prior to the workshop.

Topics: personal and interpersonal skills; interviewing skills; conceptual skills.

21732 PROGRAMME EVALUATION

Prerequisites: 21728 Public Sector Management or Managing Community Organisations

Topics studied: Overview of public sector accountability; alternative models of and approaches to evaluation; programme goals, objectives and outcomes; data collection; programme budgeting and evaluation; planning evaluations; performance indicators; programme and outcomes monitoring; conducting evaluations; reporting on performance; the impact of evaluations; international trends and approaches; presentation of evaluation plans.

This subject will provide practical experience in case studies and projects through use of visiting lecturers and workshop projects.

21733 ENVIRONMENT OF EDUCATIONAL MANAGEMENT

Topics studied: International and interstate comparisons of social indicators; Government in Australia; educational status of Australians; Commonwealth - State Resource Agreements; devolution approaches; the private/public debate in education; reforms to educational systems; macro strategic planning; educational futures; contemporary issues.

21736 COMMUNICATION FOR EDUCATIONAL MANAGERS

Prerequisites: Semester 1 and 2 of Master of Management (Educational Specialisation).

This subject provides a distinctly human resource development (HRD) perspective of educational management practices within the conceptual framework of public sector management. As such, this subject complements material presented in the management subject (Stage 1) and provides a basis for further skills training in the subject Managerial Skills Workshops.

21737 PROJECT (EDUCATIONAL MANAGEMENT)

Prerequisites: GDEM Semesters 1 - 3.

This subject allows students to explore aspects of educational management or policy in greater depth than that possible in the classes in stages 1-3. It would be particularly useful for those students wishing to proceed to further postgraduate study by research.

21738 ENVIRONMENT OF HEALTH MANAGEMENT

Topics studied: International comparison of Australian society; class; ethnicity; gender; income and wealth distribution; role and structure of government in Australia; constitutional provisions and practice; Westminster conventions and Australian adaptations; health status of Australia; Federal - State relations; Medicare case study; privatisation, commercialisation, joint ventures; service accreditation and quality assurance; health futures; technology, ageing, resource allocation formula; role delineations.

21740 HEALTH MANAGEMENT INFORMATION SYSTEMS

This subject covers introduction to information management; the systems approach; the data base; planning the MIS project; project control; decision support systems; privacy; data security and data integrity; systems evaluation and implementation; audit; hospital and area health service functions; hospital performance measurement; patient reporting systems; case management and reporting; the MIS planning and budgeting.

21741 OPERATIONS MANAGEMENT

An introduction to the management of operations. Topics: comparison of production and service processes,

production-process matrix; service operations; planning, scheduling and controlling production; materials management (including Just in Time; Materials Requirement Planning); human resources and labour relations in operations; quality planning and control, interface with marketing and accounting/finance function;s strategic planning.

21742 QUANTITATIVE MANAGEMENT

Application of operations research techniques and business modelling to production and service organisations; hands-on applications with computer packages.

Topics: linear programming, inventory management, forecasting, statistical quality control, CPM/ PERT simulation techniques and queuing models.

21743 PRODUCTIVITY AND QUALITY MANAGEMENT

Managerial aspects of quality and productivity management.

Topics: concepts and definitions of productivity, quality (including total quality control); measurement, models, tools and techniques used; evaluation and implementation of productivity and quality programmes.

21744 PRODUCTION PLANNING AND CONTROL

The planning of production and management of inventories.

Topics: forecasting for end items and intermediate stages in production process; reorder point/EOQ models, limitations of usage; time phased order points, lot sizing; master scheduling, capacity planning, materials requirement planning, distribution, Just in Time implementation and effects on workers and supplier.

21745 SERVICE OPERATIONS MANAGEMENT

The management of the design, production and delivery of services. The application of operations concepts and methods to service situations.

Topics: process analysis, delivery systems; establishing, measuring and control of service levels; workshift scheduling; location and layout; capacity planning, quality assurance, organisation behaviour and design in

services, managing professional services, strategic management.

21746 ERGONOMICS

Principles and practical techniques of ergonomics/human factors; application of these techniques to design of work places and equipment; design of work tasks and work organisation. Applicable both to manufacturing and service organisations.

21747 OPERATIONS MANAGEMENT POLICY

Integrates and consolidates knowledge and skills acquired. Emphasises strategic planning and decision making in operations; use of operations as a competitive weapon; interfaces with other functional areas in a management simulation exercise.

Topics: organising operations, capacity and facility planning, technology planning, vertical integration, management game.

21748 BUSINESS PROJECT - OPERATIONS MANAGEMENT

Prerequisite: 21741 Operations Management.

Organisation-based analysis of a production or service process; application of operations management techniques. Involves problem definition and resolution. Project undertaken under supervision of member of academic staff and an industry supervisor (nominated by student).

21750 ADVANCED THEORY IN EMPLOYMENT RELATIONS

In this subject, students carry out in-depth reading in a selected area of employment relations theory and research. Each student is assigned to a supervisor for guidance and will regularly attend and present the results of their work to a graduate seminar.

21751 MANAGEMENT RESEARCH METHODS

This subject provides students with the knowledge necessary to understand and use research methods and techniques. Areas covered include survey research methods, observational studies, data analytic techniques and computer-based statistical packages, experimental and quasi-experimental designs and qualitative methods such as case studies.

21752 EMPLOYMENT RELATIONS RESEARCH PROPOSAL

Prerequisite/corequisite: 21751 Management Research Methods.

This subject involves the completion of a thorough literature review and the development of a detailed proposal for the project to be completed in the subject 21716 Employment Relations Project. Students will be allocated to a supervisor appropriate to their topic area and expected to read widely and in depth in this area. The project proposal will be presented orally to a graduate seminar as well as in the form of a written proposal covering the literature review and the aims and research methodology of the proposed project.

21753 ADVANCED PUBLIC SECTOR MANAGEMENT

Prerequisites: Semesters 1 - 4 of Master of Management in Public Management.

Objectives: To examine and understand the implications of the changes, challenges and pressures arising from government initiated reforms and restructuring of the public sector. To analyse the changed role of public sector managers within this context.

Subject content:

- (a) Comparative public administration: administrative reform and restructuring in the UK, Canada, USA, New Zealand.
- (b) The role of the State: emerging reformulations and their ideological sources.
- (c) the role of public enterprise: 'corporatisation' and privatisation.
- (d) Inter-governmental relations: Federalism in the 1990's.
- (e) Role of the public sector manager in the 1990's; pressures, priorities; the need for high level management skills coupled with political and industrial relations skills.
- (f) Ethical issues and problems facing the public sector manager under conditions of resource constraints, 'politicisation', and changing government objectives and priorities.

21754 RESEARCH PROPOSAL (PUBLIC SECTOR MANAGEMENT)

Prerequisites: Semesters 1 - 4 Master of Management and satisfy entry criteria to Management Research Stream.

Topics studied: Appropriate topic areas will be determined in consultation between the student and

academic supervisor. This will then be followed by clarification of problem, description of context, specification of research questions, literature review and development, and specification of research methodology.

21755 AUSTRALIAN MANAGEMENT

(For Master of Business (Management) students only).

The purpose of this subject is to introduce students to Australian Management. It is a foundations subject and accordingly aims to give students an understanding of the environment in which Australian organisations operate as well as the role and functions of management within organisations

21756 BUSINESS PROJECT- STRATEGIC MANAGEMENT

(For Master of Business (Management) students only).

Prerequisites: All subjects in Semesters 1-3 of the MBUS(Management).

This subject introduces students to the use of research methods in the management area and requires them to analyse the relevant literature, design, execute and report on a major project.

21757 ACTION LEARNING PROGRAMME

(For Master of Business (Management) students only).

Prerequisites: All subjects in Semesters 1-3 of the MBUS(Management).

The Action Learning Programme methodology used in presenting this subject requires students to apply a variety of management disciplines to the solution of a real organisational problem. Working in study sets under the guidance of a University supervisor, students will identify, analyse and solve a complex, strategic organisational problem for a host organisation. Students will present progress report seminars and final report. Sponsoring organisations will be invited to comment on the report before marks are allocated.

21760 EMPLOYMENT CONDITIONS

Prerequisites: Completion of Semesters 1-3 of the GDER or MBus(ER).

This subject builds upon the material covered in a number of the subjects studied in the Graduate Diploma in Employment Relations or in the earlier stages of the Masters programme. The study of employment conditions provides a focus and application for material covered in earlier stages of the course including

Employment Relations, Human Resource Management, Industrial Relations and Industrial Law.

21780 READINGS IN ADMINISTRATION

Prerequisites: Semesters 1 - 4, MBA.

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School. Formal lectures in selected areas may be undertaken, as directed by the supervising lecturer.

The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the Specialty Strand in the MBA programme. Therefore the subject chosen should be related to other subjects within the chosen Strand.

21790 BUSINESS PROJECT - EMPLOYMENT RELATIONS

Prerequisite: Semesters 1 - 5 of the MBA.

Students in this subject should be able to develop and use research designs and methods that are appropriate to the field of employment relations.

Topics: research methods in employment relations; topic specification; data gathering methods; data analysis; preparation of reports.

21791 BUSINESS PROJECT - MANAGEMENT

Prerequisites: Semesters 1 - 4 of the MBA.

The project should preferably be undertaken in an organisational setting and should be integral to the elective subjects in the Specialty Strand. It will allow students to examine an organisation and to utilise in the problem definition, resolution, decision-making, and implementation phases of the study, the skills, procedures and knowledge acquired in the course.

21792 BUSINESS PROJECT - PUBLIC SECTOR MANAGEMENT

Prerequisites: Management Research Methods or Social and Community Research and Research Proposal.

This subject is an integrating subject in which students are asked to draw on subjects covered earlier in the course while researching an area of contemporary relevance to public sector management.

The topics, selected by consultation between student and academic supervisor, will be within a public sector

organisational setting. Ideally, the student should have the support of a mentor in the work organisation.

22705 MANAGEMENT PLANNING AND CONTROL

Large business organisations (whether publicly or privately owned) are characteristic of today's western economies and one significant aspect of their management is their highly developed planning and control systems. In this subject, consideration is given to the formulation of corporate strategy, the relationship of organisational structure in the particular technological environment of the organisation, the system of planning and control in large and complex organisations and finally the use of financial models in implementing planning and control systems.

22708 MANAGEMENT INFORMATION SYSTEMS

Modern accounting is presented as a discipline concerned with the collection, reporting and interpretation of information for decision making at various levels of management by diverse users. A necessary condition of competent management is an efficient and effective information system, and traditional accounting systems have not always successfully integrated the total information system. The subject will include topics such as the conceptual framework of the information system; the structure of the managerial information system; the management of the system and the place of accounting in the system.

22726 ACCOUNTING AND FINANCIAL ADMINISTRATION

Topics: structure of organisations; structure of financial statements; accounting and financial management; accounting as an information processing system; financial analysis; costing; budgeting and financial administration.

22727 INFORMATION FOR MANAGEMENT DECISIONS

Prerequisite: 21710 Quantitative Methods.

Topics: the functions of management and the nature of management decision making; the role of information in management decision making; management information systems; specific applications - pricing, financing, resources allocation; organisational implementation of information systems.

22730 EDP CONTROL AND AUDIT

This subject examines the application of the objectives and procedures of auditing and internal control in the specialised area of EDP-oriented information systems. The course first emphasises the controls which should exist for all aspects of EDP systems regardless of auditor's requirements. It then examines the various techniques available to internal and external auditors for gaining the evidence required to reach a justifiable opinion on the systems and their outputs, under examination. The emphasis in classwork is on seminar discussion and presentations of suggested solutions to problem situations.

22731 INDUSTRIAL LAW

Aims: to introduce the student to an understanding of the various matters encompassed by Industrial Law: to study the common law and subsequent statute law relating to the relationship between the employer and employee; especially in the contract of employment; to develop an understanding of the legal regulation of the working conditions and pay of Australian employees at both the Federal and State level.

22740 ACCOUNTING FOR MARKETING

The course is an introduction to management accounting and its use for marketing purposes. It examines the fundamentals of a double entry accounting system and the application of such a system in cost accumulation for both job and process situations. Various cost concepts are examined and defined, such as fixed and variable costs, unit and total and incremental costs, etc. The use of budgets and standards for costing and control purposes is considered along with the use of cost-volume-profit analysis (breakeven analysis) for evaluating alternative courses of action.

22743 FINANCIAL STATEMENT ANALYSIS AND FINANCIAL MODELLING

Prerequisite: 25742 Financial Management.

This subject aims to introduce students to the latest techniques of financial statement analysis, and to develop an appreciation for alternative financial modelling techniques. Topics include: credit rating systems, prediction of corporate failure, takeovers and financial statements, risk assessment and financial ratios, corporate planning models and financial statements.

22751 CORPORATE ACCOUNTING ISSUES

Major areas covered include the search for accounting standards; the state of the art in disclosure policy; capital markets and financial information; future trends in corporate disclosure policy.

22760 APPLIED RESEARCH METHODS

The subject requires a basis of knowledge required to understand and use research methods and techniques. Areas of study include research methods, observational studies, data analytic techniques and computer based statistical packages which include experimental and case studies.

22780 READINGS IN ACCOUNTING

Prerequisite: Semesters 1-5 MBA.

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School. Formal lectures in selected areas may be required, as directed by the supervising lecturer.

The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the Specialty Strand in the MBA programme. Therefore the subject chosen should be related to other subjects within the chosen Strand.

22790 BUSINESS PROJECT - CORPORATE ACCOUNTING

The project should preferably be undertaken in an organisational setting and should be integral to the elective subjects in the Specialty Strand. It allows students to examine an organisation and to utilise in the problem definition, resolution, decision-making, and implementation phases of the study, the skills, procedures, and knowledge acquired in the course.

22791 BUSINESS PROJECT - ACCOUNTING

Prerequisite/Corequisite: 22760 Applied Research Methods.

The project will preferably be undertaken in an applied setting and will be related to the techniques and practices used in the applied research skills subject. The project will allow examination of a perceived interest area. Resolution or elucidation of the interest area will require the use of skills, procedures and knowledge acquired in the course.

22792 BUSINESS PROJECT - TAXATION

Prerequisite/Corequisite: 22760 Applied Research Methods.

The project will preferably be undertaken in an applied setting and will be related to the techniques and practices used in the applied research skills subject. The project will allow examination of a perceived interest area. Resolution or elucidation of the interest area will require the use of skills, procedures and knowledge acquired in the course.

22793 BUSINESS PROJECT - ACCOUNTING AND FINANCE

Prerequisite/Corequisite: 22760 Applied Research Methods.

The project will preferably be undertaken in an applied setting and will be related to the techniques and practices used in the applied research skills subject. The project will allow examination of a perceived interest area. Resolution or elucidation of the interest area will require the use of skills, procedures and knowledge acquired in the course.

22810 ACCOUNTING MODULE

This subject incorporates the topics which are specified in the study guidelines issued by the Institute of Chartered Accountants in Australia for candidates who are undertaking the professional year examination.

22812 AUDIT MODULE

This subject incorporates the topics which are specified in the study guidelines issued by the Institute of Chartered Accountants in Australia for candidates who are undertaking the professional year examination.

23417 ASIAN-AUSTRALIAN ECONOMIC RELATIONS

No longer offered. See 25304 pt 1.

23703 ECONOMICS FOR MANAGEMENT

Topics: the market system; profit and other objectives of the firm; pricing policy; cost behaviour; business decision-making models of the firm; macroeconomic environment; targets, indicators, instruments and model; a macroeconomic model of the economy, generating levels of inflation and unemployment; theory of the model, the contents of the black box; application of the model.

23704 GOVERNMENT - BUSINESS RELATIONS

Prerequisite: 23703 Economics for Management.

Topics: overview of current scope of Government policies toward business in Australia; overview of the market sector in Australia; the rationale of Government policies toward business; the formation of public policies; policies to improve the competitive system: assistance toward the market sector; protection of national interests; general economic policies and indicative planning; policies to overcome inequities; the social responsibilities of business.

23780 READINGS IN ECONOMICS

Prerequisites: Semesters 1 - 5 MBA.

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School. Formal lectures in selected areas may be required to be undertaken, as directed by the supervising lecturer.

The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the Specialty Strand in the MBA programme. Therefore the subject chosen should be related to other subjects within the chosen Strand.

24701 CONTEMPORARY MARKETING MANAGEMENT

To present a clear, realistic, and contemporary perspective of marketing is an objective of this course. Accordingly, the subject matter reflects major innovations and advancements currently shaping marketing thought and practice. The marketing discipline is now in a state of flux and transition. Its scope, approaches and content are being reoriented. The scope is being altered to reflect such developments as increasing social responsibilities, changing governmental relationships and the internationalisation of marketing. The approaches are being restructured as a result of the current emphasis on contributions of the behavioural and social sciences, quantitative methods, systems analysis, and computer technology. The content is being modified by the appearance of the new marketing concepts, models, theories, courses and curricula.

24702 MARKETING THEORY AND PRACTICE

The objective of this survey subject is to introduce the student to the field of marketing. It presents the

functional, societal and managerial dimensions of marketing through lectures, article reviews and actual case examples and gives students an appreciation of the interrelated nature of marketing variables and systems.

24710 BUYER BEHAVIOUR

The purpose of this subject is to provide insight into buyer behaviour as the foundation for marketing strategy. Individual and social determinants of buyer behaviour are examined within an overall conceptual framework that includes information processing, learning, motivation, attitudes, personality, lifestyle and social and cultural group influences. Consumer and industrial buyers are also considered.

24712 MULTINATIONAL MARKETING

Prerequisites: 24702 Marketing Theory and Practice.

This subject is managerial in the sense that it focuses on the problems and decisions facing managers of international marketing. It is comprehensive in that it covers the problems of marketing across national boundaries as well as those arising from marketing within a number of different national markets. The subject treats at length the situation of the Australian firm engaged in multinational marketing activities. The level of involvement ranges from exporting to licensing, to joint ventures to wholly owned subsidiaries.

The student is given the opportunity of applying the theoretical knowledge gained to a detailed analysis of a particular foreign market environment and the development of marketing strategies required in that market by an Australian organisation.

24713 SALES MANAGEMENT

The objective of this course is to introduce students to the structure and function of the sales operation in consumer, industrial and financial services firms.

Topics include motivation control, selection, training, allocation.

24720 MARKETING RESEARCH

This subject aims to provide a comprehensive account of the marketing research process from problem recognition and definition through all the procedural steps of findings and recommendations for marketing decision making. Specific treatment of the nature, role and management of marketing information in a corporate setting provides a basis for discussion and development of research methodology.

The subject covers a fundamental component of the marketing process: the generation and management of the marketing information resources of an organisation. In this sense the subject is critical to discussion of specific functional decision areas of marketing in other subjects in the course. The practical emphasis further contributes to the students' understanding of the problems and potentials inherent in the collection and analysis of marketing data.

24730 ADVANCED MARKETING MANAGEMENT

Prerequisites: Semesters 1-5 MBA, Semesters 1-3 Grad.Dip.Marketing.

This capstone subject integrates knowledge gained in the Graduate Diploma in Marketing. The objective of this subject is to develop the student's ability to apply principles of decision-making to problems in marketing management. The attractiveness of various alternatives for individual decisions within the marketing area is affected by the interaction of all elements of the marketing programme. In addition, situational factors (within the company, within the industry, and within the broader environment) affect the attractiveness of alternative marketing solutions. Case studies and a business simulation will be extensively used.

24731 ADVERTISING MANAGEMENT

Prerequisite: 24702 Marketing Theory and Practice (required), 24710 Buyer Behaviour (recommended).

Topics: overall planning of advertising and promotion; marketing objectives and the budget; target audience action objectives; communication objectives; creative strategy; promotion strategy; media strategy and the media plan.

24734 MANAGERIAL MARKETING

This subject views marketing as a key managerial decision making area, necessarily at the locus of interface between the firm and its environment. Drawing extensively on the literature in marketing management the subject will adopt a case method approach to the exposition of the nature and complexity of managerial marketing decision making.

24736 MARKETING COMMUNICATION

Prerequisite: 24734 Managerial Marketing.

This subject deals with the communications outflow generated in the process of marketing management. As such, all forms of marketing communications directed towards the market place will receive attention, and will

be considered as strategic alternatives for achieving marketing goals. Specific topics covered will include interpersonal, intermediary and mass communications. Personal selling, reseller support and the various forms of mass media, advertising and promotion will be given detailed treatment.

24737 MARKETING INFORMATION MANAGEMENT

Prerequisite: 24734 Managerial Marketing.

This subject provides a comprehensive coverage of the topic of information in a marketing management context. The concept of the marketing information system provides a basis upon which detailed treatment of specific issues in information generation, organisation, dissemination and use are built. A major portion of the subject deals with marketing research methodology as applied to the marketing management decision-making context. There is a project requirement in this subject in order to ensure that practical aspects of research methodology are appreciated by participants.

24738 INTERNATIONAL MARKETING MANAGEMENT

Prerequisite: 24734 Managerial Marketing.

The programme first deals with conceptual matters relating firms to international markets. Using this knowledge, issues associated with developing practical marketing strategies appropriate to different world markets are analysed in detail.

Topics covered include the international marketing environment, comparative marketing systems, marketing strategies for different markets and the management of informational operations. The case study approach is widely used.

24742 NEW PRODUCT MANAGEMENT

Prerequisites: 24702 Marketing Theory and Practice, 22740 Accounting for Marketing, 24720 Marketing Research.

The purpose of this subject is to expose students to the literature on, and the nature of, the marketing task involved in the development and launch of new products. Students are required to carry out a project whereby a marketing feasibility and strategy are developed for an actual new product innovation calling on knowledge gained in previous marketing subjects.

24780 READINGS IN MARKETING

Prerequisite: Prior permission required.

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School. Formal lectures in selected areas may be required, as directed by the supervising lecturer.

The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the Specialty Strand in the MBA programme. Therefore the subject chosen should be related to other subjects within the chosen Strand.

24790 BUSINESS PROJECT - MARKETING

This subject is designed to provide an opportunity to investigate some specific business problems in marketing such as strategic marketing planning, researching a new product venture or developing decision tools. It is expected that students will apply marketing and other business concepts studied in earlier subjects.

Specific topic selection will be in consultation with a selected supervisor from the School of Marketing. Prospective students are advised to consult their supervisor during the first week of semester at the latest; consultation during the previous semester may facilitate project work.

25705 FINANCIAL MODELLING AND FORECASTING

The general objective of this subject is to provide each student with skills in the use of a personal computer. The major objectives are to develop each student's ability to make intelligent use of forecasting and financial planning models, and to develop and implement decision support systems.

Topics studied: Introduction to Micro Computer and Spreadsheet Programs; developing worksheets for planning and forecasting in the finance arena e.g., manpower planning, cashflow forecasting, loan amortisation schedule, lease vs. debt financing, financial ratio analysis, developing basic forecasting skills – projection models, smoothing models, regression models, introduction to more complex techniques.

25721 INVESTMENT MANAGEMENT

Prerequisite.: 25742 Financial Management.

The objectives of this subject are to introduce the conceptual and theoretical frameworks of the traditional

and portfolio approaches to investments, and to practise students in the techniques of portfolio analysis and management, by solving a number of Australian case studies. Other topics will include: security valuation; investment in fixed interest securities; investment and inflation; investment in traded options.

25731 INTERNATIONAL FINANCIAL MANAGEMENT

Prerequisite: 25742 Financial Management or 25765 Corporate Finance.

This subject will discuss the financial decision of the firm in an international setting.

Topics: balance of payments; tariff policy; Eurobond and Eurodollar markets; financing decision and international sources of finance; investment decision abroad. Students will be required to solve a number of case studies based on Australian companies.

25741 CAPITAL MARKETS

This subject develops a conceptual framework to evaluate both the economic functions and the regulation of the capital markets. Topics include: an overview of the money supply model of Australia, the interaction between interest rates, exchange rates and the money supply, the different economic theories of regulation, description of the economic role of the different financial institutions, and capital market instruments.

25742 FINANCIAL MANAGEMENT

Prerequisites: 23703 Economics for Management; 21710 Quantitative Methods; and either 22726 Accounting and Financial Administration or 21731 Public Sector Finance and Accounting.

Topics: analytical techniques applied to financial decision making and the basic structure of the Australian financial system; capital budgeting; capital structure; dividend policy; risk minimisation; current asset management; corporate financial modelling; lease vs borrow analysis; the leveraged lease; the computer as an effective tool of financial management.

25743 CORPORATE FINANCIAL ANALYSIS

Prerequisite: 25742 Financial Management.

The subject introduces students to the latest developments in corporate banking financial analysis including assessment of financial statements for lending and investment purposes. As tools in this process,

computer based financial modelling systems will be applied for financial planning purposes.

25744 CURRENT ISSUES IN FINANCE

This course provides a rigorous understanding of corporate financial policies in the current market environment. Topics include financial theory and evidence; capital structure; debt and risk management; mergers and acquisitions; tax planning.

25751 FINANCIAL INSTITUTION MANAGEMENT

Prerequisites: 25741 Capital Markets and either 25742 Financial Management or 25765 Corporate Finance.

The objective is to introduce students to a broader view of the changing banking environment; develop understanding of financial decision making in banking; develop decision-making skills in policy formulation and implementation.

Topics studied: Liquidity management; capital adequacy; bank risks and measure of interest rate risk; methods for correcting interest rate risk – futures, options, swaps.

25752 FINANCIAL INSTITUTION LENDING

Prerequisites: 25741 Capital Markets and either 25742 Financial Management or 25765 Corporate Finance.

The objective is to develop an understanding and appreciation of sound and practical banking practices, including lending, international trade, current issues, legal matters.

Topics studied: Banker-customer relationship; negotiable instruments; lending - loan types, mortgage property; lending – securities, documentation; lending – balance sheet analysis; lending – managing advances; international trade – exchange rates, payment mechanisms; international trade – risk assessment.

25753 ISSUES IN BANKING

Prerequisites: 25751 Financial Institution Management and 25752 Financial Institution Lending.

This is the final subject in the Graduate Diploma in Banking and Finance. It will examine major matters of current concern to the practice of banking and finance. The topics will also have regard to material covered previously in the course.

25761 ELEMENTS OF FINANCIAL MANAGEMENT

Objectives: to introduce students to the concept of time value of money and to specific applications of financial maths in business and finance.

25762 SYNTHETIC FINANCIAL PRODUCTS

Prerequisites: 25741 Capital Markets, 25742 Financial Management.

Objectives: to provide an introduction to the management of portfolios using options in financial markets. Stock, index, debt and foreign currency options are discussed, as well as forward and futures contracts and options on these instruments. The role of such instruments as risk-transferring devices is also discussed.

25763 CORPORATE TREASURY MANAGEMENT

Prerequisites: 25742 Financial Management or 25765 Corporate Finance; 25741 Capital Markets; 25731 International Financial Management.

To expose the student to the corporate treasury role, techniques and instruments.

Basically topics revolve around: interest and foreign exchange exposure; pricing, hedging and managing these exposures; use of risk-return considerations in treasury management; minimising tax exposures in treasury operations; and identifying and exploiting arbitrage opportunities as they arise.

25764 VENTURE CAPITAL FINANCE

Prerequisite: 25742 Financial Management or equivalent.

To provide an indepth understanding of the venture capital market and to develop a critical insight into the process of venture capital financing in the Australian and selected overseas markets.

Students are exposed to: the nature of venture capital market; role of Government initiatives and private sector participation in the supply of venture capital; taxation incentives; sources and types of venture capital finance; corporate venture and other recent international developments in venture capital; a critical analysis of the recent advances in venture capital research; and use of statistical and other research techniques for empirical venture capital research.

25765 CORPORATE FINANCE

Prerequisites: 23703 Economics for Management, 22726 Accounting and Financial Administration, 25761 Elements of Financial Management.

This subject consolidates and reinforces financial management concepts and looks in more detail at specialist areas in finance.

Topics: Financial Mathematics, discounting techniques, NPV, IRR, payback, etc; calculation of net cash flows and application to capital budgeting, cost of capital, problems with capital budgeting, project analysis, Australian capital market and financing considerations, debt/equity, capital structure considerations, dividend policy, leasing vs debt alternative, credit management, inventory management.

25780 READINGS IN FINANCE

Prerequisites: Semesters 1 - 5 MBA.

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School. Formal lectures in selected areas may be required as directed by the supervising lecturer.

The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the Specialty Strand in the MBA programme. Therefore the subject chosen should be related to other subjects within the chosen Strand.

25790 BUSINESS PROJECT - FINANCE

Prerequisites: Semesters 1 - 5 MBA.

The project should be undertaken in an organisational setting and should be integral to the elective subjects in the Specialty Strand. It allows students to examine an organisation and to utilise in the problem definition, resolution, decision-making and implementation phases of the study, the skills, procedures, and knowledge acquired in the course.

25791 BUSINESS PROJECT - BANKING

Prerequisites: Semesters 1 - 5 MBA.

The project should be undertaken in an organisational setting and should be integral to the elective subjects in the Specialty Strand. It allows students to examine an organisation and to utilise in the problem definition, resolution, decision-making, and implementation phases

of the study, the skills, procedures, and knowledge acquired in the course.

26790 BUSINESS PROJECT - INTERNATIONAL BUSINESS

Prerequisites: Semesters 1 - 5 MBA.

The project should be undertaken in an organisational setting and should be integral to the elective subjects in the Specialty Strand. It allows students to examine an organisation and to utilise in the problem definition, resolution, decision-making, and implementation phases of the study, the skills, procedures and knowledge acquired in the course.

79711 ADVANCED INDUSTRIAL LAW

(Former Subject 22711)

Prerequisite: 22731 Industrial Law.

To develop the student's understanding of the collective aspects of the legal regulation of the employer/employee relationship introduced in the subject Industrial Law; to instill an awareness of solutions to problems in this field attempted by other legal systems, and an understanding of current problems; to teach and develop the student's skills in the preparation for and presentation of cases before industrial tribunals.

Topics: The course completes the examination of industrial law in Australia. It seeks to develop an understanding of our Industrial Arbitration System and the regulation of wages and working conditions under awards at both the Federal and State level.

79718 ADVANCED TAXATION

(Former Subject 22718)

Prerequisite: Substantial knowledge in taxation.

This course is concerned with taxation practice, i.e. the application of various provisions of the Income Tax Assessment Act, the Regulations thereunder and other revenue laws.

The course outline is not intended to be prescriptive and variations will be made by the lecturer to cater for the interests of the students and to take account of current developments in revenue law. However, the course does traverse current taxation problems affecting the business community and includes the following: recent amendments and case law: fundamentals of tax planning; Section 51 (1); advanced problems; partnerships; trusts; taxation and stamp duty problems in estate management; company distribution, losses both current and previous year; superannuation and employee benefits; foreign

source income and tax havens; alienation of income; Section 260 and legislative techniques to minimise tax avoidance; objections and appeals; other revenue laws.

79729 LEGAL ENVIRONMENT OF BUSINESS

(Former Subject 22729)

Aims: To develop an understanding of the basic principles relating to the law in Australia and its relation to a number of major areas of importance to business; to develop the facility for identifying legal problems and recognising situations where expert legal advice is necessary. There are two strands, one emphasising Trade Practices, the other emphasising Computer Law.

79732 LAW FOR ADMINISTRATORS

(Former Subject 22732).

Topics: the constitutional limits on administration; legal rules; implementation of legal rules; judicial controls over administrative decision making; administrative controls over administrative decision making; rule and rule making in business regulation; tribunals and adjudication; advocacy; administrative law reform; reform of the Australian administrative process.

79733 COMPANIES AND SECURITIES LAW

(Former Subject 22733).

Prerequisite: Good knowledge of Company Law

The course seeks to present a comprehensive explanation of Australian Company Law with the aim to approach the topic by looking at the principles of Company Law and the provisions of the Companies Code as an integral part of the contemporary legal and commercial development in Australia.

Emphasis is being given to the trans-Australian aspect of Corporate Affairs Law which means adoption of a National rather than State view, and the course is designed for students engaged in a variety of professional and commercial occupations who would like to acquire and perfect a working knowledge of company legislation.

79741 MARKETING LEGISLATION IN AUSTRALIA

(Former Subject 22741).

Prerequisite: Some knowledge of Commercial Law (preferred).

This subject provides the marketing decision-maker with a general perspective on the legal context of marketing

with emphasis on examining the philosophy, development and application of marketing related legislation.

Legislation relevant to the marketing manager making product, price, promotion and distribution decisions is reviewed and discussed.

79742 INTERNATIONAL BUSINESS LAW (Former Subject 22742).

Prerequisite: Basic understanding of Commercial Law.

This subject examines aspects of the law of the international sale of goods; aspects of the legal environment of the conduct of business abroad; international economic institutions (e.g. GATT and IMF); Australia and its major trading partners; aspects of the anti-trust legislation and incentives to export; fiscal aspects of trade; the protection of Australian industry; foreign investment law; the trans-national corporation.

79761 INDIRECT TAXATION (Former Subject 22761).

Prerequisite: 79718 Advanced Taxation.

This course is designed to introduce students to the fundamentals in this area. The course will be practice orientated so that a student will be made aware of the relevant issues to be identified when confronted with a particular situation. The course is intended to provide an exhaustive analysis of all matters within the 4 topics covered.

Topics studied: Stamp Duties; Sales Tax; Payroll Tax; Land Tax.

79762 INTERNATIONAL TAXATION (Former Subject 22762).

Prerequisite: 79718 Advanced Taxation.

This subject presents a comprehensive explanation of the many and important issues to be presently found within the international environment of business. The subject will place emphasis on the more important taxation issues and thus will be flexible to respond to issues as they arise.

79763 CONTEMPORARY ISSUES IN TAXATION

(Former Subject: 22763).

Prerequisite: 22718 Advanced Taxation.

In this subject students will examine the current issues in taxation within the Australian environment. Emphasis will be placed on the important contemporary issues so it

will be flexible to respond to the needs of the students in understanding the legislation and its implementation in practice.

79781 READINGS IN BUSINESS LAW (Former Subject 22781).

Prerequisite: Stages 1-5 MBA.

The reading subject is undertaken under the direction of a member of staff. The topic must be approved by the Director of the MBA and the appropriate Head of School.

Formal lectures in selected areas may be required, as directed by the supervising lecturer.

The subject allows a degree of flexibility in programming for specialised needs of individual students, but can only be undertaken as part of the Specialty Strand in the MBA programme. Therefore the subject chosen should be related to other subjects within the chosen Strand.

79811 TAXATION MODULE (Former Subject: 22811).

This subject incorporates the topics which are specified in the study guidelines issued by the Institute of Chartered Accountants in Australia for candidates who are undertaking the professional year examination.

SYNOPSIS OF SUBJECTS IN NEW BACHELOR OF BUSINESS

21122 BUSINESS STATISTICS

To give students an appreciation of the power and utility of the statistical method as a practical management tool, and to introduce a number of commonly used statistical techniques.

Descriptive statistics; index numbers; exploratory data analysis; probability laws; probability distributions; confidence intervals; hypothesis testing; Chi-square Tests; simple linear regression; introduction to correlation analysis; forecasting; multiple regression.

21125 AUSTRALIAN BUSINESS ENVIRONMENT

To act as a foundation subject by giving students an insight into Australian business organisations.

The context of Australian business and its historical development. The interaction of the national and international, social, political and economic forces in

Australia and their impact on Australian business. The changing roles and demands upon managers both historical, contemporary and in the future.

21130 ORGANISATIONAL BEHAVIOUR

To examine behaviour in organisations, theories which attempt to explain this behaviour and the implications of these theories for management practices. Individual and group responses to organisational processes, motivation, conflict, power and control, culture, leadership, decision making, communication, organisational change.

21215 MANAGEMENT AND COMMUNICATION SKILLS

Prerequisite: 21130 Organisational Behaviour

The subject aims to develop a comprehensive understanding of the communication foundation blocks for advanced managerial competencies and build skill proficiency in these essential roles. It further provides a platform for continued personal development and skill enhancement.

The nature of intra/interpersonal competence; self-management; interpersonal communication competence; small group communication; interviewing skills; conflict resolution competence and change agent skills.

22105 ACCOUNTING A

This initial subject establishes the basic concepts of accounting and introduces accounting as an integral part of organisations and market place interaction. Its objectives are to: (1) Consider in terms of a conceptual framework the generally accepted ideas that underpin the practice of accounting; (2) Provide an ability to prepare accounting reports together with an understanding of the nature and quality of accounting information; (3) Introduce the use of accounting information for the purposes of accountability, decision-making and control.

The content of this subject covers two broad areas:

- * An introduction setting out the nature of account and its relationships to financial and products markets together with double entry bookkeeping's unique ability to record market activity.
- * The body of the course dealing with the accounting process (journals to ledger), double entry booking, definition of the elements of financial statements, using control accounts, control of cash, using accrual accounting, inventory, noncurrent assets, preparation of financial statements and the so-called limitations of the historical cost model.

22115 BUSINESS INFORMATION SYSTEMS

To introduce computer technology in a business setting to individuals who have little or no previous experience with computers, to introduce information systems concepts in organisations, to identify sociological issues emanating from the use of computer technology, to introduce students to productivity software tools in a practical setting.

Introduction to computers; basic concepts; computers large and small; input and output; the general processing unit and storage; data communication; programming: process, tools, techniques; programming languages and operating systems; personal productivity software; file processing and data base systems; introduction to business systems; managements and systems analysis; management support and expert analysis; the automated office; automating production; uses of computers: some applications; computer crime and security.

22205 ACCOUNTING B

Prerequisite: 22105 Accounting A.

To equip students with appropriate skills in the accounting techniques necessary to understand the format and content of fundamental accounting statements and to participate in a managerial capacity in the analysis of accounting information as it is used to facilitate decision-making.

The topics in this subject cover areas in both financial and management accounting. The analysis of financial statements and projection of cash flows. The preparation of accounting reports for groups of companies. The development of relevant cost concepts used in costing systems that also facilitate product costing and the preparation of budgets. Accounting information as it aids the evaluation of performance as well as responsibility accounting will be covered.

24105 PRINCIPLES OF MARKETING

To develop an awareness and understanding of marketing concepts and how these concepts apply to profit and not-for-profit organisations. To provide the foundations from which a more advanced study of marketing may be pursued. To show the relevance of the need for a marketing orientation in a dynamic and changing business environment. To allow students to test and apply marketing concepts in a dynamic simulated business environment. The simulation also highlights the need for group decision making for effective management. To develop and enhance competence in the analysis of "real world" marketing problems.

The marketing concept; the marketing environment; buyer behaviour; market segmentation; elements of product planning; product life cycle and new product development; distribution; promotion and mass selling; personal selling; pricing strategy/financial assessment; marketing research/planning and controlling; international marketing.

25110 MICROECONOMICS

To develop an understanding of microeconomic theory as a basis for further studies in business, and the ability to analyse the operation of the economy and to predict the microeconomic consequences of economic events.

Basic market theory; demand theory; elasticity of demand; short-run cost theory; short-run supply theory and long-run cost theory; resource market theory; perfect and monopolistic competition; oligopoly and monopoly; firm behaviour - theory of competition policy; theory of trade; market failure theory; income redistribution; industry policy; regulation.

25202 BUSINESS FORECASTING

Prerequisites: 21122 Business Statistics.

To develop a sound practical understanding of a variety of forecasting models with the assistance of SAS, SHAZAM SIBYL/RUNNER and other spreadsheet and statistical software packages.

Fundamentals of quantitative forecasting; smoothing methods; decomposition methods; simple regression; multiple regression; econometric models and forecasting; Box Jenkins Methods and comparison of methods.

25209 MACROECONOMICS

Prerequisites: 25110 Microeconomics.

To develop in students an understanding of the fundamentals of macroeconomic analysis in theory and practice.

Inflation and unemployment; aggregate supply and demand; national accounts; elementary income determination theory; interest rates and expenditure; the monetary sector; combining money and expenditure sectors; the balance of payments; prices wages and the Phillips curve; stagflation.

25210 MICROECONOMIC POLICY

Prerequisites: 25110 Microeconomics.

To show how and why governments become involved in the private sector.

The need for public regulation and/or control of business activity; microeconomic policy formulation; regulation and privatisation; theory of firms and markets; restrictive trade practices; consumer protection; small business; industry policy; foreign investment; resources policy; labour market policy.

25303 INDUSTRY ECONOMICS

Prerequisites: 25110 Microeconomics; 25210 Microeconomic Policy.

To examine the behaviour of firms in concentrated markets with emphasis on Australian manufacturers.

The industrial organisation model; goals of the firm in non-competitive markets; measures of market concentration and monopoly power: economies of firm size; barriers to entry; product differentiation and market competition; market structure and technological change; horizontal and vertical integration; conglomerate mergers; oligopoly pricing; research and development in Australia; the future of Australian manufacturing industry; firm performance.

25304 ASIAN-AUSTRALIAN ECONOMIC RELATIONS

Prerequisites: 25110 Microeconomics 25209 Macroeconomics.

To analyse key Asian economies and their developing economic relations with Australia.

- 1 Developed Economies: Australia and Japan;
- 2 Newly Industrialised Economies: First generation. South Korea, Taiwan, Hong Kong and Singapore;
- 3 Newly Industrialised Economies: Second Generation economies;
- 4 Special Cases: China.

25305 LABOUR MARKET ECONOMICS

Prerequisites: 25110 Microeconomics 25209 Macroeconomics.

To examine the market for labour in Australia and government involvement in the labour market.

Introduction to the Australian labour market; theories of the labour market; key labour market issues in Australia today unemployment, technological change, immigration, wage determination, Trade Unions, manpower planning, structural change and the deregulation debate.

25306 RESOURCE ECONOMICS*Prerequisite: 25110 Microeconomics.*

To provide an understanding of the operation of the agricultural and mining sectors of the Australian economy and reinforce understanding of microeconomic technique by applying them in these areas.

The place of agriculture and mining in the Australian economy; theory of agricultural protection; futures markets; price and income support schemes and marketing boards; wool and beef; some agricultural cartels; sugar, eggs, wheat; benefit cost analysis irrigation; develop the North Ord River (WA); Fitzroy River (WA), Daly River (NT); some mining industries: coal, uranium, iron ore, oil; Northern Territory Land Rights Act 1976; Government policy issues: tax, foreign investment, linkages; the effects of tariffs on mining and agriculture - the Gregory Theory.

25308 FINANCIAL INSTITUTIONS AND MARKETS*Prerequisites: 25110 Microeconomics 25209 Macroeconomics.*

To gain an understanding of the functioning of Australia's financial markets and institutions. To develop skills in pricing financial securities and knowledge of synthetic financial instruments.

Financial intermediation; interest rate determination; financial market theory; bond pricing; foreign exchange market futures; options and swaps; the financial system and the Reserve Bank; introduction to Banking; equity market.

25309 MACROECONOMIC POLICY*Prerequisites: 25209 Macroeconomics 25110 Microeconomics.*

To provide an understanding of macroeconomic issues, theory and policy. Macroeconomic performance and problems, output determination, macroeconomic policy, economic growth, the business cycle and price dynamics.

25314 BUSINESS FINANCE 1*Prerequisites: 25110 Microeconomics, 21122 Business Statistics, 22105 Accounting A.*

To introduce students to the essential concepts of financial decision-making in a business environment.

Consumption/Investment decision; Investment decision and techniques for evaluation; factors affecting

investment; the concept of risk; the pricing of risk; investment decisions under risk; the financing decision; sources of finance, leasing; capital structure theories; dividend policy.

25315 INTERNATIONAL ECONOMICS*Prerequisites: 25110 Microeconomics, 25209 Macroeconomics.*

To provide an understanding of the principles and forces of international trade and capital flows and how this economic activity influences business and government decision-making in Australia.

Theory of international trade; tariff theory and Australian experience; foreign exchange markets; balance of payments; international monetary system and problems. Income, money and the balance of payments; economic policy in the short and long run; the Eurodollar market.

25406 QUANTITATIVE TECHNIQUES FOR FINANCE AND ECONOMICS*Prerequisite: 21122 Business Statistics; Corequisite: 25314 Business Finance 1.*

To introduce students to spreadsheets and statistical concepts as applied in modern financial and economic model building. To provide students with a range of technical skills which will assist them in understanding concepts and doing projects required in concurrent and later courses.

Lotus - introduction to spreadsheets; basic statistics; functions and models; linear algebra; optimisation in calculus and linear algebra; regression analysis; hypothesis testing.

25408 CURRENT ISSUES IN BUSINESS ECONOMICS*Prerequisites: 25210 Microeconomic Policy, 25309 Macroeconomic Policy, 25202 Business Forecasting.*

To apply the skills (both technical and conceptual) developed in the studies of macroeconomics, microeconomics and business forecasting to the current business environment.

The state of the Australian economy; overview of world economy, labour market developments in Australia; trade, specialisation and developments in Australia's international relations; inflation; modelling the Australian economy.

25409 COMMERCIAL BANKING AND FINANCE

Prerequisites: 25308 Financial Institutions and Markets, 25314 Business Finance 1.

Introduce students to a broader view of changing banking environment; develop understanding of financial decision-making in banking; introduce students to the relationship between finance theory and practice.

Introduction to commercial banking; finance reports and bank performance; costs of funds and capital adequacy; risks of domestic banking; banks foreign exchange risks; managing bank risks; managing a bank's foreign exchange operations; liquidity management; bank's use of synthetic products; economics of banking operations; bank management and strategic planning.

25414 BUSINESS FINANCE 2

Prerequisites: 25314 Business Finance 1.

To consolidate and further develop the financial management framework introduced in Business Finance 1. Specifically the investment and financing decisions, risk and investment evaluation methods are studied in greater detail.

Capital budgeting principles and techniques; financial planning; risk in capital budgeting; sensitivity analysis; decision trees; CAPM; capital structure and the cost of capital; valuation of public and private companies; takeovers long term financing strategies; working capital management.

25415 PERSONAL INVESTMENT

Prerequisites: 22105 Accounting A, 25110 Micro-economics.

To provide an understanding of the process and strategies of investing from the viewpoint of the personal investor and the personal investment adviser.

Principles of investing; the market environment; analysis of investment alternatives: fixed interest securities; shares; property and collectables; options and futures, managed investments, insurance and superannuation; financial and investment planning.

25503 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Prerequisite: 25414 Business Finance 2.

To introduce the conceptual and theoretical framework of the portfolio approach to investment in assets; to

apply techniques of portfolio analysis and investment management; and to introduce the pricing and uses of the newer financial securities.

Mathematical and statistical basis; combining securities into portfolios; Efficient Sets; Efficient Sets II Short Sales/No Short Sales; index models; measuring portfolio performance; bills, bonds and the term structure of interest rates; options; futures.

25515 INTERNATIONAL FINANCE

Prerequisites: 25414 Business Finance 2.

To develop knowledge and practical skills in extending corporate finance to the international arena. This entails explanation of foreign exchange markets and relationships, international investments and international financing via Euromarkets, banking and taxation.

Foreign exchange markets and relationships; forecasting exchange rates; measurement and management of foreign exchange exposure; international working capital management; international investment/cost of capital; global investment strategy; special topics (international banking, international taxation, evaluation and control).

25522 BANK LENDING PRACTICE

Prerequisites: 25314 Business Finance 1, 25308 Financial Institutions and Markets.

To develop understanding and appreciation of sound and practical banking practices, including lending, international trade, current issues, legal matters.

Review of the banking industry; lending principles and practice; loans, advances and other financing instruments; corporate lending practices; project finance; international financing; current issues.

79101 LAW FOR BUSINESS

To develop critical awareness of legal issues as they affect the community.

Legal philosophy; legal history; constitutional law; torts; crime; property; contracts and consumer protection.

SYNOPSIS OF SUBJECTS IN OLD BACHELOR OF BUSINESS (Haymarket)

21101 ORGANISATIONAL PSYCHOLOGY

No longer offered, see 21130 pt 1.

21105 INTRODUCTION TO BUSINESS

No longer offered, see 21125 pt 1.

21241 BUSINESS STATISTICS

No longer offered, see 21122 pt 1.

**21304 GOVERNMENT AND
EMPLOYMENT RELATIONS**

This subject considers the involvement of governments in the employment relations area from a holistic, macro point of view. The political processes which lead to the development of public policies and legislation relevant to employment relations are analysed and the roles of Commonwealth and New South Wales public agencies are identified.

**21305 INDUSTRIAL RELATIONS
PATTERNS AND PRACTICES**

This subject examines the nature, causes and manifestations of industrial conflict and the procedures employed to deal with conflict in Australia and selected overseas countries. Students will learn about the heterogeneous nature of industrial relations and be able to critically analyse and evaluate the impact of different practices upon industrial relations outcomes.

21343 QUANTITATIVE MANAGEMENT

Prerequisite: 21241 Business Statistics.

The emphasis in the course is on the practical value of operations research and management science techniques in assisting decision making in a business context.

Topics: decision theory; waiting line models; linear programming and sensitivity analysis; network analysis (PERT/CPM); inventory models; forecasting; decision support systems; simulation techniques.

21361 GOVERNMENT A

This subject involves a study of the scope, role and structure of government in Australia. The functions, powers and responsibilities of the three levels of government - federal, state and local - are analysed and the relationships between them examined. The institutions involved in the performance of the legislative, executive and administrative functions are examined and mechanisms of administrative review are assessed. The subject also serves as an introduction to the interrelationships between business and government in Australia.

21370 GOVERNMENT B

Government B involves an examination of Australian political processes, in particular the relationships and interaction between the formal institutions of government and the electorate, the parties, and pressure groups. The policies, priorities and performance of federal and state governments are critically analysed. An understanding of the way in which governments respond to and resolve current problems and pressures is obtained by an examination of contemporary political issues. Together with Government A this subject provides an understanding of both the institutions of Australian government and the way in which the political system works in practice.

21402 ORGANISATION ANALYSIS

Prerequisite: 21105 Introduction to Business.

The objective of this subject is to introduce students to the basic structural forms of business organisations, and the influences which act upon the structural forms.

Topics: basic structural forms of business; influence of technology; environment strategy and size of structure; power and politics in organisations, organisation culture, organisational forms of the future.

21406 MANAGEMENT SKILLS

Prerequisite: 21101 Organisational Psychology.

This subject aims to develop the interpersonal, communication and planning skills needed by the modern manager or professional. Skills to be developed include: time management, oral presentations, persuasive communication, non-verbal communication, listening, questioning, problem-solving and related interview skills, assertiveness, negotiation, meeting participation and management, and decision making.

21420 INDUSTRIAL RELATIONS SKILLS

Prerequisite: 21421 Australian Industrial Relations.

This subject develops students' skills in industrial relations. Students will learn about and develop skills in the various methods available in the Australian context for handling industrial relations and conflict. They will have an appreciation of the industrial relations planning process including the role of having appropriate procedures in place, including grievance procedures. Students will learn how to prepare for a negotiation and enter into negotiations. They will be able to prepare and present an advocacy.

21421 AUSTRALIAN INDUSTRIAL RELATIONS

This subject examines the theoretical approaches to the study of industrial relations so as to develop an understanding of the organisation and operation of the Australian system(s) of industrial relations. It considers the history of Australian industrial relations and the development of the trade union movement and employer organisations and the relationship between the two. The roles of government and the various industrial tribunals are also overviewed.

21422 PERSONNEL MANAGEMENT

Prerequisite: 21105 Introduction to Business.

The aim of this subject is to develop a conceptual framework for understanding employment relations and develop skills in the areas of recruitment, appraisal and salary administration.

Topics: Australia's system of employment relations; the personnel functions; regulation of the employment relationship; job analysis and design; recruitment; selection; appraisal; salary and wage administration; training and development; termination of employment; management of the personnel function.

21423 BEHAVIOURAL SCIENCE RESEARCH METHODS

Completion of this subject will enable students to choose appropriate research designs and methods; gain practical experience in the use of some of the techniques; and to critically evaluate the research of others.

Topics: experimental and quasi-experimental research designs. Survey methods, including sampling, questionnaire construction and data analysis. Qualitative methods, such as group discussion and in-depth interviews.

21424 COGNITIVE PROCESSES

This subject looks at theories and research findings in human cognition and gives students experience in the conduct of experimental research.

Topics: perceptual processes, memory, language, problem solving, cognitive development, individual differences, decision making.

21425 INDUSTRIAL PSYCHOLOGY

This subject intends to provide students with an understanding of the requirements and conditions of work, the characteristics of individuals in the workforce and the processes of matching individuals and jobs.

Skills will be developed in the areas of test evaluation and use, and interviewing. The focus throughout will be upon the use of psychological theory and research to measure, predict, and improve work performance and job satisfaction.

Topics: attitudes toward work, job analysis, design and evaluation, assessing job candidates, assessing and improving job performance, working conditions, and health and safety.

21426 PERSONALITY AND DEVELOPMENT

This subject discusses the individual differences which are important in work situations, and examines early influence on the individual and change through the life cycle.

Topics: theories and approaches to the study of personality, temperament, situational factors, assessment of personality, early development, adolescent and adult development, aging and retirement.

21427 PSYCHOLOGY OF COMMUNICATION

This subject examines the social and psychological aspects of communication in a broad range of situations.

Topics: conversing face to face, group interaction, organisational communication, mediated communication such as electronic mail and teleconferencing and mass media.

21446 ERGONOMICS

This subject introduces students to principles, practical techniques, and applications of ergonomics as they affect the design of workplaces, equipment, and work methods, in service and manufacturing environments.

Topics: the physical, physiological and psychological needs and limitations of people; environmental factors and their influences on people and their work effectiveness; work organisation factors.

21447 OPERATIONS MANAGEMENT

This subject provides a grounding in the workings of existing operations and a comprehensive understanding of systems as a foundation for discussions of various techniques and strategies for improving operations.

Process Design: process selection, choice of technology, process flow analysis, manufacturing facility layout vs. customer-oriented layout, service operations management.

Planning, scheduling and controlling production; capacity planning - size and location of facilities, service systems and scheduling personnel, project planning and scheduling, process control (monitoring production schedules, JIT and Kanban flows, CPM).

Materials Management: nature and scope of materials systems, procurement (purchase, receipt, inspection and storage of raw materials), inventory replenishment policies (inventory control, materials requirement planning), issues in logistics, warehousing.

Workforce Management: human resources in operations management; workforce direction and motivation (methods improvement, time study and time standards, job design and quality of work life); labour relations.

Quality Planning and Control: maintaining system reliability, control and quality and inspection methods (including statistical quality control). Japanese quality circles, the maintenance function.

21503 ORGANISATIONAL INFORMATION

Prerequisite: 22220 Business Information Systems 1.

The objectives of this course are to increase the students' understanding of 1) the role of information within modern organisations; 2) the technologies currently available for information delivery and information sharing; and 3) the behavioural and organisational factors that determine whether the information is used effectively.

21526 HUMAN RESOURCE MANAGEMENT ISSUES

Prerequisite: 21422 Personnel Management.

This subject builds upon the operational and management levels of Human Resource Management (HRM) and extends the students' perspective to the level of strategy and policy. Case studies and field visits mean that the subject is practically oriented. Students will be asked to examine HRM policy and strategy in a number of related areas including HRM planning and comparative and multi-national HRM. A theme running throughout the subject as a whole will be the question of establishing the effectiveness of the HRM function. Students will also have the opportunity to select, for intensive study, several developing trends in the field.

21527 PERSONNEL MANAGEMENT SKILLS

Prerequisite: 21406 Management Skills.

This subject seeks to further develop some of the interpersonal and communication skills introduced in the prerequisite subject 21406 Management Skills. The subject is experience-based and concentrates on skills in the areas of career counselling, staff appraisal, discipline and grievance interviewing, and the design, implementation and evaluation of training and staff development activities and programmes.

21565 PUBLIC SECTOR MANAGEMENT A

Prerequisite: 21462 Fundamentals of Public Administration.

This subject builds on the knowledge obtained in Fundamentals of Public Administration but with increased emphasis on the practical aspects of public administration. Students examine the distinctive features of management in government and the tasks and problems facing public sector managers with special reference to organisation, recruitment and staffing. Recent developments such as accountable management and efficiency audit, and the impact of public service inquiries on current thinking about the management role of the public servant are also studied. Cases, examples and problems drawn from Australian and relevant overseas experience are examined. Formal lectures and tutorials are supplemented by discussions led by visiting senior administrators.

21570 PUBLIC SECTOR MANAGEMENT B

This subject examines the development of the personnel management and industrial relations functions in the Australian public sector. While the emphasis is upon contemporary practices, a number of reports from past public inquiries into public sector organisations, both in Australia and overseas, are examined. Current and emerging issues are evaluated in terms of their political significance and likely impact upon efficiency and equity.

21591 INTERNATIONAL MANAGEMENT

This subject provides an integrated and overall view of the international business management field and focuses on the knowledge base and development of management skills necessary in handling the problems of multinational management. Topics covered include: patterns of international business, international economics, nation-state and international business, assessment of national environments (political, social, religious, cultural, legal, technological, etc.),

organisations for multinational operations, and management of multinational human resources.

21601 ORGANISATION AND MANAGEMENT PROJECT

This is a project subject supplemented by lectures and seminars on methods of investigation and analysis of organisations. The projects will involve either descriptive studies of organisational processes or the solving of practical organisational problems. The subject will allow students to investigate relevant topics from previous subjects.

21624 APPLIED PSYCHOLOGY PROJECT

Prerequisites: 21101, Organisational Psychology, 21423 Behavioural Science Research Methods, and appropriate intermediate-level psychology subjects.

This subject allows students to design, conduct and report their own research projects and to learn from the experiences of other project students.

Topics: research methodology, data analysis, report writing. Project topics are chosen by students, but are generally drawn from one of the elective subjects that the students have previously studied.

21670 PUBLIC ADMINISTRATION PROJECT

The purpose of this subject is to provide students with the opportunity to apply their knowledge, concepts and skills to contemporary issues and problems that challenge modern government. After a short preparatory period, individuals or groups select field study projects under the guidance of a School member and an individual within the government organisation under study. Students meet weekly to discuss their field projects; exchange ideas and suggestions; secure additional tools needed for field investigations, data gathering and analysis. Field study reports are presented orally to a special end-of-semester gathering of interested students, faculty members and public officials from the organisations being studied. A printed copy of the report is submitted to that public sector organisation.

21692 PUBLIC POLICY

Prerequisites: Completion of Stages 1-5.

Assists students to integrate and apply knowledge gained in previous subjects for evaluation and solution of complex public administration problems. The point of view stressed is that of senior level management responsible for the policy making and broad managerial functions.

21695 OPERATIONS MANAGEMENT PROJECT

Prerequisite: 21547 Operations Management Policy.

The objectives of this subject are to provide students with an opportunity to integrate within a real-world operational context, the theoretical material and techniques that have been acquired in prerequisite subject areas; to enable experience in the formulation of an operational problem, the building of a model, data collection, processing and analysis, and the reporting of results and recommendations to the organisation involved; and finally, to practice the skills needed in the interaction with industrial or commercial personnel.

Students will work on specific real-world projects, either individually or in small groups, under the guidance and support of a member of staff. Seminar sessions, designed to provide students with specific knowledge in the area of model building, data collection, processing and analysis, as well as reporting of results, will also be held. It is envisaged that these seminar sessions will provide an opportunity for students to discuss problems and share their resources and will therefore represent a major source of their learning.

21696 CONTEMPORARY ISSUES IN MANAGEMENT

Anticipated and current management issues of importance are identified and discussed in seminar sessions. Senior executive officers of appropriate organisations are invited to participate in these seminars.

Senior management students should be familiar with relevant and contemporary issues in the business/management area, and should be able to readily draw together theories and techniques presented in earlier classes, and to relate these to practice. The subject aims to facilitate the acquisition of such attributes. Principal emphasis is placed on issues in the Australian context.

Students are expected to make an original contribution and demonstrate responsibility by submitting a research paper on a significant current management issue.

21697 BUSINESS POLICY AND SIMULATION

Prerequisites: All subjects through Stage 5.

Business Policy and Simulation is a Faculty capstone subject, which aims to integrate and consolidate much of the knowledge and skills acquired in diverse subject areas such as Marketing, Accounting, Finance and Organisational Theory. It emphasises strategic planning

and decision making through the use of Case Analysis and participation in a Management Game. Students learn to appreciate the hierarchical nature of organisational objectives and the interrelationship between functional activities in both segments of this course.

21901 RESEARCH METHODS IN BUSINESS PUBLIC ADMINISTRATION

The subject gives students knowledge and skills in a variety of research methodologies. Topics include surveys, experiments and quasi-experiments, observational studies, case studies, data analytic techniques, and the use of computer-based statistical packages.

21902 ADVANCED THEORY IN BUSINESS PUBLIC ADMINISTRATION (F/T)

The subject is a readings and seminar subject which will allow students to study in greater depth topics covered in previous subjects and to critically evaluate current trends and practices in the relevant areas. It will also provide experience in researching the literature and reporting findings. Topics will be determined in consultation with the subject co-ordinator.

21903 READINGS FOR THESIS IN BUSINESS PUBLIC ADMINISTRATION

The subject will enable students to obtain greater knowledge in areas relevant to the research which will be undertaken later as a part of the Thesis subject of the degree. It will give students experience in researching the literature, designing a research project and writing a formal research proposal.

21904 THESIS IN BUSINESS AND PUBLIC ADMINISTRATION (F/T)

21905 THESIS IN BUSINESS AND PUBLIC ADMINISTRATION (P/T)

Prerequisite: 21903 Readings for Thesis in Business and Public Administration.

The subject is the major research component of the Honours programme and will give students experience in the design, execution, and reporting of a research project. Students will consult regularly with their appointed supervisors who will advise on research procedures and the writing of the final thesis.

21906 ADVANCED THEORY IN BUSINESS PUBLIC ADMINISTRATION (P/T)

The subject is a readings and seminar subject which will allow students to study in greater depth topics covered in previous subjects, and to critically evaluate current trends and practices in the relevant areas. It will also provide experience in researching the literature and reporting findings. Topics will be determined in consultation with the subject co-ordinator.

22101 FINANCIAL ACCOUNTING 1

No longer offered. See 22105 pt 1.

22160 COMMERCIAL LAW 1

No longer offered. See 79101 pt 1.

22202 FINANCIAL ACCOUNTING 2

No longer offered. See 22205 pt 1.

22204 GOVERNMENT ACCOUNTING 1

Prerequisite: 22101 Financial Accounting 1.

The objective of this subject is to introduce students to the accounting and budgeting systems used in the Australian public sector. It will analyse the principles underlying government accounting and provide a working knowledge of the accounting systems and practices of the three levels of government.

22220 BUSINESS INFORMATION SYSTEMS 1

No longer offered. See 22115 pt 1.

22240 INTERNATIONAL ACCOUNTING

Prerequisite: 22105 Accounting A.

In a rapidly changing world environment, the significance of international accounting has grown substantially along with the expansion of international business activity and it is the objective of this subject to enable students to explore the complexity and the diversity of the international dimensions of accounting. They will be introduced to a range of issues with special reference to the comparative development of national accounting systems, international accounting standards and transnational reporting issues. While the subject covers a number of important areas, it will not only inform students about the major issues, ideas and development, but it will also stimulate further inquiry and debate.

22306 MANAGERIAL COST ACCOUNTING

Prerequisite: 22101 Financial Accounting 1.

The subject aims to give management or business students a working knowledge of the broad area of management accounting within the business organisation. After an initial exposition of various cost concepts, the cost accounting cycle is traced through a job/order cost system and a process cost system. The use of cost accounting data for decision making is demonstrated with particular reference to the relationship between earnings, cost flows and profits under varying conditions. Concepts and techniques of financial planning through budgets, and control through standard cost systems, are introduced.

22308 MANAGEMENT ACCOUNTING 1

Prerequisites: 22202 Financial Accounting 2, 21241 Business Statistics, 22220 Business Information Systems.

This subject introduces the students to the basic concepts underlying management accounting in its historical development and its organisational setting. Students study appropriate cost terminology, cost behaviour patterns in a variety of costing systems, job/order costing and process costing systems. Students are introduced to forecasting techniques in order to implement these decision-making models, as well as analysis of the cost-volume-profit model. Topics include: the context of management accounting; management accounting; costing concepts; cost accounting systems; cost behaviour; cost-volume-profit analysis.

22309 ACCOUNTING FOR OVERSEAS TRANSACTIONS

Prerequisite: 22202 Financial Accounting 2.

This subject introduces the students to the basic concepts underlying the variety of accounting issues involved in the recording and where necessary the reporting of overseas transactions. The subject covers aspects of documentation, foreign exchange gains and losses, foreign exchange hedging, forward exchange contracts, accounting for the effects of overseas inflation, financing overseas transactions and facilitation through government and non-government agencies.

22319 FINANCIAL ACCOUNTING 3

Prerequisite: 22202 Financial Accounting 2.

This subject has three objectives: to introduce the role of accounting information in managerial decisions, to disseminate latest developments in accounting statement analysis, and to develop skills in the techniques of

accounting statement analysis. Topics include: the demand and supply of accounting statements and the timeliness of accounting statements; the objectives of accounting statement analysis; some basic concepts; accounting ratios, computerised accounting data bases; inter-industry comparison of accounting ratios; accounting ratios and some statistical issues; the time series and cross-sectional properties of ratios; forecast of profits and other accounting numbers, pro-forma accounting statements, the choice of accounting reporting techniques; accounting information and the capital markets; risk assessment, credit decisions and accounting ratios; available accounting models and corporate data bases; issues in creative accounting and their impacts; accounting statements and valuation techniques.

22401 AUDITING

Prerequisites: 22202 Financial Accounting 2, 22362 Company Law, 22220 Business Information Systems 1.*

This subject is based on modern auditing thought and practice. It examines the professional, legal and economic roles of auditing in contemporary society, and details the underlying mechanisms and techniques involved in the auditing process. The main approach is systems-based, with EDP auditing integrated throughout the subject. The various topics studied include auditing objectives, internal control, auditing standards, internal auditing, legal and professional environment of auditing, sampling methods, compliance and substantive testing, analytical review, revenue and receivables, purchases and payables, cash management, human resources and payroll, inventories, plant and depreciation, and audit reports.

22405 FINANCIAL ACCOUNTING 4*

Prerequisite: 22319 Financial Accounting 3.

This subject takes the accounting major into advanced accounting topics which are the functional responsibility of more senior accountants. There is particular emphasis on accounting for corporations including liquidations, capital re-organisations, reconstructions, amalgamations and takeovers. External reporting is examined with particular emphasis on inter-company shareholdings and group accounts.

*Previously known as 22301 Financial Accounting 3.

22408 MANAGEMENT ACCOUNTING 2

Prerequisite: 22308 Management Accounting 1.

Subjects introduced in Management Accounting 1 will be reinforced and developed. The primary objective for the subject is to equip students with the skills and techniques necessary to participate effectively in an accounting capacity in the formulation, implementation and control of financial plans for the utilisation of scarce resources. The importance and usefulness of the concepts and methods of statistics, quantitative analysis and microeconomics for management accounting will be emphasised. Topics include: Cost-Volume-Analysis under uncertainty; use of spreadsheets in CVP analysis and short-term planning; planning; linear programming as a budgeting tool; standard costs and planned costs; inventory planning and control; time and cost scheduling.

24518 INTERNATIONAL MARKETING COUNTRY STUDY

Prerequisite: 24407 International Marketing.

This subject aims to broaden and develop students' awareness and appreciation of the different environmental contexts of international marketing as well as developing their practical skills in various international marketing research activities. The subject comprises three stages: a product/market/country situation analysis; a study tour of one or more countries; and the preparation and presentation of a comprehensive report.

24601 CONTEMPORARY ISSUES IN MARKETING MANAGEMENT

Prerequisite: Undertaking Marketing Major.

This subject is designed to permit advanced students in the School of Marketing to develop their marketing knowledge more fully and to study contemporary issues in a flexible format. The small group seminar approach is utilised with the content of each seminar being dictated by the appropriate and relevant marketing issues of the day.

24603 MARKETING MANAGEMENT PROJECT

Prerequisite: 24506 Marketing Strategy.

This subject is designed to enable students in the Marketing Major to apply their knowledge to a particular marketing management problem within a business organisation by means of: 1. Developing a project proposal outlining the methodology for in-depth

investigation of a marketing management problem. 2. Exposing students to a marketing environment where information may be synthesised and discussed. 3. Analysing primary and secondary data gathered from the client organisation and outside sources. 4. Preparing an oral and written report of the project approach and findings.

24604 ADVERTISING PROJECT

Prerequisite: 24510 Advertising Research Methods.

Students are required to conduct a comprehensive advertising project for an advertising agency or advertiser client.

Topics: response to client's brief; advertising strategy statement; creative development and ad testing; media plan; presentation to client.

24607 INTERNATIONAL MARKETING MANAGEMENT PROJECT

Prerequisite: 24407 International Marketing, 24517 Contemporary Issues in International Marketing.

This subject is the final stage capstone subject of the submajor in International Marketing, in which the student's conceptual and empirical coursework in International Marketing is brought together in a substantial, applied project. Students select the area of study for the project and spend twelve weeks of the semester conducting and preparing the project for assessment by the School of Marketing and the client organisations. Throughout the semester progress reports are required and counselling sessions conducted.

24901 ADVANCED THEORY IN MARKETING

Advanced Theory in Marketing is designed to provide an overview of the theoretical underpinnings of the marketing process. The major alternative theoretical paradigms applicable to marketing are examined along with the historical development of these paradigms.

24902 RESEARCH METHODS IN MARKETING

The course is designed to review quantitative and qualitative research methodologies appropriate to marketing. In addition univariate, bivariate and multivariate statistical techniques will be examined.

24903 READINGS FOR THESIS IN MARKETING

The aim of this course is to facilitate the undertaking of a comprehensive literature search relevant to the research topic chosen by the student.

24904 THESIS IN MARKETING (F/T)**24905 THESIS IN MARKETING (P/T)**

The objective of the subject Thesis in Marketing is to provide a structure to facilitate the progress through the research programme. Monitoring and feedback are the main functions.

25201 PERSONAL INVESTMENT

Prerequisites: 22101 Financial Accounting 1, 23105 Microeconomics.

Personal Investment aims to provide an understanding of the process and strategies of investing from the viewpoint of the personal investor and the personal investment adviser.

Students are exposed to: general investment concepts; principles of financial and investment planning; the market environment; taxation and regulation of investment; sources of information and investment advice: managing investment in shares, fixed income securities, property, managed investments, futures, options, and collectables; portfolio management and performance evaluation.

25301 FINANCIAL MANAGEMENT

No longer offered see 25314 pt 1.

22512 ADVANCED AUDITING TECHNIQUES

Prerequisite: 22401 Auditing.

This subject has a practical orientation and is aimed at developing skills in testing and assessing the reliability of data produced by an accounting system. Topics include: approaches to assurance; internal control review; analytical review; substance testing; statistical sampling in auditing theory and techniques; internal control of computerised accounting systems; management, operational, comprehensive and value-for-money auditing; limited and negative assurance on small businesses, interim accounts, segmented reports and forecasts.

22513 RETAIL ACCOUNTING SYSTEMS

Prerequisites: 22101 Financial Accounting 1, 24405 Retailing Management.

Topics: retail financial accounting; retail management accounting; integrated retail financial management systems; applications, e.g. retail feasibility studies; shelf space allocation decisions, trade promotion evaluation, store audit.

22514 MANAGEMENT INFORMATION FOR LIFE INSURANCE COMPANIES

Prerequisites: 31224 Data Processing or 22220 Business Information Systems.

Topics: design principles; computer technology; database management; quantitative method and financial mathematics; applications and development of systems; role of accounting; management accounting.

22515 COMPUTER BASED ACCOUNTING

Prerequisites: 22220 Business Business Information Systems 1, 22202 Financial Accounting 2.

The subject introduces students to the concepts of computerised accounting and the general operation of several micro-computer accounting packages. It provides opportunities for the students to gain experience in the installation and operation of these packages so that they are able to evaluate them and advise on the suitability of their use in a variety of business environments particularly those of small businesses.

22565 BUSINESS INFORMATION SYSTEMS 2

Prerequisite: 22220 Business Information Systems 1.

The course aims to acquaint students with the different approaches by which information systems can be designed and implemented including both manual and computerbased systems. Topics include: information systems and the organisation; documentation; files concepts; implementation and testing; application package evaluation; overview of information systems.

22566 ACCOUNTING FOR SMALL BUSINESS 1

This subject is designed to highlight and emphasise the practical matters associated with the initiation and growth of small business. Subject matters include financing, accounting, costing, valuation, franchising, insurance and planning.

22567 ACCOUNTING FOR SMALL BUSINESS 2

Prerequisite: 22566 Accounting for Small Business 1.

This subject is designed to develop an understanding of the uses and benefits of business plans, to recognise the various elements of a business plan, to learn techniques and procedures, to prepare business plan and to prepare an integrated business plan.

22568 BUSINESS SYSTEMS IMPLEMENTATION

Prerequisites: 22220 Business Information Systems 1, 22565 Business Information Systems 2.

The objectives of this course are to introduce students to the development and implementation of computer systems using COBOL. In an accounting and business environment COBOL is the most commonly used programming language in business. The quality of the software developed and the efficiency of the development can only be fully appreciated if the user possesses a reasonable level of understanding of the language and its syntax.

In addition the students are introduced to data flow design methodologies; top-down structured design; structured programming and other programme design techniques. Test data specification and implementation procedures are used for testing the programmes produced.

22601 CONTROLLERSHIP

Prerequisites: 22408 Management Accounting 2, 25401 Financial Management and Policy.

This course integrates, at top management level, earlier courses in financial and cost accounting, financial management and auditing, by considering the function and responsibilities of financial control in the corporate environment.

Topics: controllership, its nature and function; organisational objectives; theory and practice; cost information and pricing behaviour; behavioural factors in control: revenue, profit and investment centres; divisionalisation; performance evaluation; transfer pricing: R.O.I. and R.I.; budgetary control; advanced variance analysis; performance evaluation; long-range planning.

22606 INFORMATION SYSTEMS PROJECT

Prerequisites: 22220 Business Information Systems 1, 22565 Business Information Systems 2, 22568 Business Systems Implementation.

The objectives of this course are to build on the knowledge gained by students in the two earlier courses in information systems design and programming by means of a supervised implementation of an information systems project in an accounting/business environment.

Advanced programme design and structured techniques, team programming techniques will develop project

management skills in the participants.

In addition, systems software such as UNIX, MSDOS, VAX, and VMS are taught so that students appreciate the problems of interfacing systems software at the application implementation level.

A final segment deals with a comparison of a range of programming languages used in systems. Specific emphasis is placed on database systems such as PICK and UNIFY.

22607 INFORMATION SYSTEMS MANAGEMENT

Prerequisites: 22220 Business Information Systems 1, 22565 Business Information Systems 2, 22568 Business Systems Implementation.

The objective of the course is to introduce students to the issues concerned with the management of information systems and information technology in accounting and business environments.

22608 CORPORATE REPORTING: PROFESSIONAL AND CONCEPTUAL ISSUES

Prerequisites: 22401 Auditing, 22405 Financial Accounting 4.

This capstone subject considers the role of financial reporting by corporations and the involvement of the accounting and auditing profession in the financial reporting process. Whereas antecedent subjects in the course are broadly concerned with the production of accounting numbers, this subject highlights the information content of those numbers for capital markets. Financial reporting is examined as a source of investment information and a means of control over the management of corporate funds, in the context of the positive theory of accounting involving economics-based empirical studies. The subject analyses the alternatives available for representing the economic reality of the financial operations and position of business corporations, and the extent to which investment decisions are influenced by the accounting numbers generated by prevailing standards. Among the professional and conceptual issues in this subject are standards setting, regulation of corporate financial disclosure, portfolio theory, efficient market hypothesis, capital asset pricing model, accounting earnings and securities prices changes, contracting theory and auditing, and agency relationships.

22610 ACCOUNTING FOR INSOLVENCY

Prerequisites: 22202 Financial Accounting 2, 22362 Company Law.

This subject deals with the law, accounting and financial management of deceased estates and businesses that have ceased operations. Included are a study of bankruptcy and company liquidation law, the accounting entries necessary on termination of a business, an examination of past company failures and the role played by accounting in such failures, and the duties of the accountant in connection with deceased estates.

23105 MICROECONOMICS

No longer offered see 25110 pt 1.

23204 MACROECONOMICS

No longer offered see 25209 pt 1.

23308 MACROECONOMIC POLICY

No longer offered see 25309 pt 1.

23310 MICROECONOMIC POLICY

No longer offered see 25210 pt 1.

23311 COMMODITY ECONOMICS

No longer offered see 25306 pt 1.

23401 COMPARATIVE ECONOMIC SYSTEMS

Prerequisites: 23105 Microeconomics, 23204 Macroeconomics.

This course is designed to deal with economic systems both from historical and contemporary points of view.

Topics: philosophical underpinnings of capitalism: Karl Marx and the ideology of Communism; the planned economies - Soviet-style and Chinese; the Japanese economy.

23402 INDUSTRY ECONOMICS

No longer offered see 25303 pt 1.

23403 THEORY AND APPLICATION OF LABOUR ECONOMICS

No longer offered see 25305 pt 1.

23406 INTERNATIONAL ECONOMICS

No longer offered see 25315 pt 1.

23412 BUSINESS FORECASTING

No longer offered see 25202 pt 1.

23414 REAL ESTATE INVESTMENT DECISIONS

Prerequisites: 23105 Microeconomics, 23204 Macroeconomics.

This is an applied economics subject concerned with the location of economic activity. Urbanisation is an important phenomenon especially in the western world. It is both a consequence and determinant of a country's social and economic structure. Students who take this subject should expect to develop an understanding of the broad principles of urban economics as they relate specifically to the market for real property. The student will develop a depth of understanding of the forces operating within the real estate market by studying the underlying urban economy, and the principles and practice of urban real estate investment decisions.

23602 CURRENT ISSUES IN BUSINESS ECONOMICS

No longer offered. See 25408 pt 1.

23901 ADVANCED BUSINESS FORECASTING

Prerequisite: 23412 Business Forecasting.

The subject provides research and forecasting skills that rely on econometric methods. It is an extension of the subject, Business Forecasting, but places greater emphasis on econometric theory and practice.

23902 ADVANCED MACROECONOMICS

Prerequisites: 23308 Macroeconomic Policy, 23412 Business Forecasting.

The subject will review theory and evidence related to: short term economic fluctuations; long term growth (and fluctuations); and some issues in modelling macro-economic relations.

23903 ADVANCED MICROECONOMICS

Prerequisites: 23310 Microeconomic Policy, 23412 Business Forecasting.

The subject will provide students with an understanding of interindustry models of the Australian economy so that they will be able to predict and analyse the consequences of shocks on industries and firms. Shocks to be analysed include macroeconomic policy, resource booms and declines, variations in the levels of protection, changes in taxes and subsidies, and changes in factor supplies. The main model to be used is the ORANI model of the Australian economy. Study will be theoretical and practical and will involve the use of computers.

23904 HONOURS SEMINAR IN FINANCE AND ECONOMICS

The subject requires a 5,000-word written critical review of the background literature, concluding with a specific Honours or Masters Thesis proposal of approximately 2,000 words. This combined document constitutes 100% of the assessment.

23905 THESIS IN FINANCE AND ECONOMICS (F/T)

23906 THESIS IN FINANCE AND ECONOMICS (P/T)

Prerequisites: 23901 Advanced Business Forecasting, 23902 Advanced Macroeconomics, 23903 Advanced Microeconomics, 25901 Futures and Options, 25902 Advanced Finance.

This subject content of the Thesis can be theoretical or applied research (provided that the applied research has a discernible conceptual structure). Alternatively, it can be secondary or primary research and, if primary, can take the form of a case study, survey or experiment.

24201 PRINCIPLES OF MARKETING

No longer offered see 24105 pt1.

24301 MARKETING MANAGEMENT

Prerequisite: 24201 Principles of Marketing.

This subject supplements the knowledge gained in Principles of Marketing. The emphasis is to develop knowledge and skill in managing marketing principles in the Australian environment. The major decisions facing marketing executives are examined through the case study method. This subject is principally designed for the non-marketing major.

24302 CONSUMER BEHAVIOUR

Prerequisite: 24201 Principles of Marketing.

A review of behavioural science materials for insights into consumer behaviour and methods of studying consumer behaviour in the marketing context. The following areas are covered: conceptual approaches to consumer behaviour; research and measurement; environmental influences including cultural, social and reference groups; psychological influences including learning, perception, motivation, personality and attitudes; consumer decision making processes and influences; and consumerism.

24305 QUANTITATIVE ANALYSIS IN MARKETING

Prerequisites: 24201 Principles of Marketing, 21241 Business Statistics.

This subject is designed to provide Marketing majors with a broad but practical perspective on the variety of quantitative tools of analysis at the disposal of the marketing decision maker. Where possible, computer workshops will supplement lecture material which covers quantitative methods/or techniques and data analysis.

24403 FUNDAMENTALS OF MARKETING RESEARCH

Prerequisite: 24305 Quantitative Analysis in Marketing.

The study of the Fundamentals of Marketing Research is of significance to all students of business concerned with using information in decision making. This is basically a course in research methodology and covers all aspects of research design, primarily from a theoretical perspective. Marketing majors must take both this course and its complement 24503 Applied Marketing Research. Non-Marketing students may take both these courses as electives, subject to prerequisites.

24404 SALES ADMINISTRATION

Prerequisite: 24305 Quantitative Analysis Marketing.

The objective of this course is to introduce students to the structure and function of the sales operation in consumer, industrial and financial services firms. Topics include motivation control; selection; training; allocation.

24405 RETAILING MANAGEMENT

Prerequisite: 24302 Consumer Behaviour.

The subject studies the nature and importance of retailing in the marketing function. It involves a study of the functions of buying, stock planning, inventory control, mark-up, stock control, pricing, style merchandising, advertising and personnel. It further emphasises the importance of store location, store layout, departmentalisation, management control and the use of the computer in retailing.

24407 INTERNATIONAL MARKETING

Prerequisite: 24201 Principles of Marketing.

The subject of International Marketing is approached from a broad conceptual viewpoint incorporating the market concept into the framework of the world

marketplace. Within an analytical and decision-making framework the course considers such aspects as the environmental factors (economic, cultural, political, legal) affecting the marketing system; comparative marketing systems; business customs and practices; international marketing strategies; manpower management; and co-ordination and control of world marketing operations.

24410 INDUSTRIAL MARKETING

Prerequisite: 24403 Fundamentals of Marketing Research.

The objective of the course is to provide a conceptual framework for the practice of industrial marketing in the Australian environment. Functional aspects covered include the character of industrial markets in general, value analysis, channel concepts, planning, pricing, promotion, physical distribution, objective-setting and control. A class project centres on the introduction of a series of assigned industrial products to the local market, including initial surveys, evaluation of opportunities, and the development of viable distribution structures for each of the products studied.

24411 ADVERTISING MANAGEMENT

Prerequisite: 24201 Principles of Marketing (required), 24302 Consumer Behaviour (recommended).

Topics: overall planning of advertising and promotions; marketing objectives and the budget; target audience action objectives; communication objectives; creative strategy; promotion strategy; media strategy and the media plan.

24503 APPLIED MARKETING RESEARCH

Prerequisite: 24403 Fundamentals of Marketing Research.

This subject aims to consolidate and operationalise the theoretical aspects of the marketing research process covered in Fundamentals of Marketing Research. Participants are required to find and document a real life marketing situation which warrants investigation and to design and implement a programme of research. The orientation of the course is decidedly practical and participants are required to develop and maintain close liaison with the client organisation providing the marketing problem/ opportunity situation. Extensive use of the computer is expected of all participants. The course provides participants with an opportunity for exposure to marketing practice in general.

24506 MARKETING STRATEGY

Prerequisite: 24403 Fundamentals of Marketing Research.

This subject involves an intensive study of management decision making within marketing with emphasis on the external environment. Considerable emphasis is placed on the development of marketing strategies involving the marketing mix, the formulation of strategic plans and the integration of marketing with other functional areas of business. Students are assigned a number of outside readings in professional journals for class discussion. Skills in the specification of marketing problems and their analysis and solution are developed through Australian and overseas case studies. This subject serves to integrate knowledge gained in previous marketing subjects.

24510 ADVERTISING RESEARCH METHODS

Prerequisites: 21241 Business Statistics, 24411 Advertising Management.

Topics: advertising strategy research; advertising content research; ad testing; campaign evaluation (tracking) research.

This course covers qualitative and quantitative methods of advertising research relevant to the development, testing, and evaluation of advertising campaigns.

24512 MARKETING DECISION MODELS

Prerequisite: 24305 Quantitative Analysis in Marketing.

The main objectives of this subject are: to use concepts introduced in Principles of Marketing and Consumer Behaviour in building models of marketplace phenomena; to develop and test models of marketplace behaviour in the light of real data; to demonstrate the practical value of model building to the marketing practitioner by way of case analysis or project work; and to utilise microcomputers as a marketing decision-making tool.

Topics: the nature of marketing decision; complexity in marketing decision making; mathematical approach to marketing, model building in marketing, determining objectives in marketing decision modelling, linear and dynamic effects in marketing, model calibration, marketing policy evaluation, consumer behaviour models including Bettman, Howard and Sheth, perceptual evaluation models, attitude and preference models, choice models, organisational buying models including Sheth, Webster, Wind, Choffray, Lilien

models; market segmentation modelling; normative theory in segmentation, market segmentation in practice, marketing mix modelling, microcomputer applications will be stressed throughout; decision support systems.

24513 MARKETING OF FINANCIAL SERVICES

Prerequisite: 24201 Principles of Marketing.

Because of deregulation, firms in the finance sector have much greater flexibility in the financial services they provide and in the way they are marketed. The aim of this subject is to examine the way financial services are marketed and to apply marketing principles in an innovative way to the services offered by the financial sector.

24517 CONTEMPORARY ISSUES IN INTERNATIONAL MARKETING

Prerequisite: 24407 International Marketing.

This subject enables students to build upon their knowledge gained in the subject International Marketing by focusing attention on specific conceptual and empirical issues. The teaching method involves small group seminars with the content of each seminar being dictated by the appropriate and relevant international marketing issues of the day.

25302 DECISION SUPPORT SYSTEMS FOR FINANCE & ECONOMICS

Prerequisite: 23105 Microeconomics.

The objective of the subject is to provide students with the skills necessary to develop and implement decision support systems in the economics and finance area.

25401 FINANCIAL MANAGEMENT AND POLICY

No longer offered, see 25414 pt 1.

25403 THEORY OF GENERAL INSURANCE

Prerequisite: 21241 Business Statistics.

The objective of this subject is to develop students' competence in the application of statistical and quantitative methods to the range and pricing of general insurance products and in the application of underwriting principles to the management of an insurance portfolio.

Topics: criteria for insurability; quantitative and statistical method; pricing and rating bases; portfolio

mix; insurance portfolio management (portfolio definition, company strategy of sources of business, underwriting policy, claims, reinsurance, administration, portfolio performance, business planning).

25404 LIFE INSURANCE PRACTICE

Prerequisite: 21241 Business Statistics.

The scope of the subject is to develop an understanding of the legislative influences impacting on the life insurance industry, the business, underwriting and claims practices associated with the conduct of life insurance operations and the development of new life insurance and related products coming on to the marketplace.

Topics: types of life insurance contracts (individual or group), product composition, development and charging, life insurance legislation, underwriting, claims management, financial management, investment, marketing and administration.

25405 VENTURE CAPITAL FINANCE

Prerequisite: 25301 Financial Management.

To introduce the new and rapidly expanding field of venture capital finance, to provide an understanding of venture capital market and to develop an insight into the process of venture capital financing in the Australian and selected overseas market.

Students are exposed to: nature of venture capital; background to the development of the venture capital market; role of Government initiatives and private sector participation in the supply of venture capital; taxation incentive; types of venture capital finance; policy issues; the process of venture capital financing from the user's and the supplier's perspectives; optimum sources of venture capital finance; structuring financial deal and venture capital portfolio management; corporate venture and other recent international developments in venture capital.

25412 COMMERCIAL BANKING AND FINANCE

No longer offered, see 25409 pt 1.

25501 FINANCIAL PLANNING MODELS

Prerequisites: 25401 Financial Management and Policy, 25302 Decision Support Systems For Finance and Economics.

This course deals with the design and development of a financial planning model. A systems approach is used to integrate the financial planning process in both the

corporate and public spheres. The subject looks at models developed and the process of development for use in business applications.

25505 SECURITIES MARKET REGULATION

Prerequisite: 25541 Financial Institutions and Markets.

This course examines the theories of regulation and provides a framework to evaluate the effect of regulatory policy of economic and financial activities in the capital markets. Specifically, issues related to the effect of regulatory policy on the economic activities of financial institutions and intermediaries, takeovers, insider trading, information disclosure and stock exchanges are addressed. Laws relating to the securities market are also examined in depth.

25510 CURRENT ISSUES IN FINANCE

Prerequisite: 25521 Investment Analysis and Portfolio Management.

This course provides a rigorous understanding of corporate financial decisions in the Australian financial market. Topics include: capital market instruments, capital structure, risk management, corporate restructuring/reorganisation, and tax planning.

25513 ISSUES IN BANKING

Prerequisite: 25412 Commercial Banking and Finance.

This subject deals with important and recent developments in banking not already covered in other required subjects. Topics include: the electronic transfer system; Third World debt and overseas lending generally by banks; market deregulation; cash flow lending; futures and options; prudential supervision of banking; management of change in banking.

25521 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Prerequisite: 25401 Financial Management and Policy.

This subject introduces the theoretical framework and the practical techniques associated with the analysis and management of investment in financial assets. Topics include: security valuation; portfolio theory; portfolio selection and management techniques; investment in shares; fixed interest securities; options and futures.

25531 INTERNATIONAL FINANCE

No longer offered. See 25515 pt 1.

25541 FINANCIAL INSTITUTIONS AND MARKETS

No longer offered. See 25308 pt 1.

25552 REINSURANCE

Prerequisite: 25403 Theory of General Insurance.

This subject examines the role of reinsurance with respect to the need for risk spreading, protection of insurers' funds and specialising in underwriting return. Legal principles, types of reinsurance contract, forms of reinsurance are treated in some depth.

Also of importance is a thorough treatment of treaty reinsurance, proportional treaties, non-proportional treaties, fire reinsurance, liability reinsurance. The subject then discusses various aspects of personal accident, motor vehicle, marine hull, marine cargo, marine pleasure craft as well as considering treaty accounting, financial aspects and legislation and the general area of reinsurance markets.

25553 RISK MANAGEMENT

Prerequisite: 25403 Theory of General Insurance.

The objective of this course is to offer a framework of risk management within the corporate environment and to develop an understanding of the operational aspects of risk management programmes ranging from the techniques of stating objective, the determination of funding mechanisms, the development and use of information systems. The detailed examination of selecting the optimum risk funding mechanism and creating both pre-loss and post-loss control programmes are introduced. The subject then centres on risk management information systems, the internationalisation of risk management, particularly decentralised versus centralised risk management practices, local insurance cover versus worldwide cover and the use of captive insurers. There is also an in-depth analysis of problem solving and preparation of risk management programmes.

25554 SUPERANNUATION AND RETIREMENT PLANNING

Prerequisites: 25301 Financial Management, 25541 Financial Institutions and Markets.

The objective of this subject is to develop an advanced level of understanding of superannuation and retirement type products offered by the life insurance industry. The scope of understanding includes: product knowledge, taxation implications, investment practices, administration practices, actuarial reviews and developments that are currently taking place.

There is a detailed examination of superannuation plans and retirement benefits including death and disability, member contributions and withdrawals, retrenchment and vesting. Taxation implications cover employer sponsored, non-employer sponsored funds. There is an intensive look at investments, investment strategy, criteria, and methods; this includes the self invested, portfolio management, pooled funds; life office sector funds and an extension to selection of investments, performance measurement and split funding.

The subject also takes note of trustees' responsibilities, duties and powers of trustees, individual and corporate trustees. Various current developments are discussed including: union involvement, taxation guidelines, loanback limitations, the effect of past receipts on benefits and contributions and annuity legislation.

25601 BANKING AND LENDING PRACTICE

No longer offered. See 25522 pt 1.

25901 FUTURES AND OPTIONS

Prerequisites: 25521 Investment Analysis and Portfolio Management, 25531 International Finance.

Advanced analysis and examination of futures and options theories, prices and markets. Agricultural and metallurgical futures contracts. Bond primers and interest rate futures particularly contracts, pricing speculation, efficiency, hedging, immunisation etc. Stock Index futures, foreign exchange futures. An in-depth evaluation of option primers including pricing, speculation, hedging with options, basic pay-off patterns and distributions, option models.

25902 ADVANCED FINANCE

Prerequisites: 25401 Financial Management and Policy, 25521 Investment Analysis and Portfolio Management.

Extensive examination of the underlying theory of the equilibrium mean-variance capital asset pricing model (CAPM) and arbitrage pricing theory (APT). An in-depth study of the essential uses of these theories in corporate finance and portfolio management. Advanced application to capital budgeting, capital structure, security analysis and investment performance, mergers, and acquisition, and multi-period mean-variance models.

79260 PROPERTY LAW 1 (was 22660)

Prerequisite: 22160 Commercial Law 1.

The description of certain legal matters in relation to real property. Basic concepts; real property; legal matters affecting value of real property.

79261 COMMERCIAL LAW 2 (was 22261)

Prerequisite: 22160 Commercial Law 1.

To examine legal concepts, some legislation and some leading issues central to business and commercial transactions.

The following areas are examined: sales of goods; some aspects of commercial credit; agency; partnership; trusts; negotiable instruments; bankruptcy.

79262 MARKETING AND CONSUMER PROTECTION (was 22262)

Identify legal problems and issues relevant to the marketing decision-maker.

Introduction; product liability; legal control of unfair and deceptive practices; legislative prescription of standards; enforcement issues under the Trade Practices Act; trademarks, design, copyright - patent protection; occupational licensing; self regulation; consumer credit legislation; enforcement of consumer protection law.

79265 ADMINISTRATIVE LAW 1 (was 22365)

To acquaint students with the legal authority for administrative acts and the accountability of administrators for their acts and decisions.

The Australian Constitution and the Administration; delegated legislation; review of administrative action; the remedies limitations on judicial review; crown privilege; crown immunity; the administration; administrative review of administrative action; public control of administrative action; legislative reforms; the citizen and the state.

79266 ADMINISTRATIVE LAW 2 (was 22366)

Prerequisite: 22160 Commercial Law 1.

Introduce students to the modes and limitations of regulation of markets as a method of achieving government social and economic goals.

The constitutional limits of regulation; government controls over regulatory agencies; the nature of the regulatory process; rules and rule making in business regulation; tribunals and adjudication; advocacy, representation and enforcement; regulation of monopolistic practices; regulation and economic protection; entry regulation; public ownership; price controls; deregulation; self regulation; reform of the regulatory process.

79268 LABOUR LAW (was 22468)

Prerequisite: 22160 Commercial Law 1.

To study Australian compulsory arbitration and outline Industrial Law in NSW.

Constitution background; Commonwealth's Industrial (Labour) powers; the structure and functioning of the Industrial Tribunals, the master-servant relation; the contract of employment.

79269 PROPERTY LAW 2 (was 22665)

Prerequisite: 22160 Commercial Law 1.

Concerns the description of certain legal matters in relation to personal property.

Personal property; non-commercial transfer of property; protection of property.

**79360 INSURANCE CONTRACTS
(was 22460)**

Prerequisites: 22160 Commercial Law 1, 22161 Commercial Law 2.

To develop an understanding of the common law principles governing the enforceability of contracts, remedies for breach, termination and the law of agency; the changes effected by the Insurance Contracts Act of 1984 and the Insurance (Agents and Brokers) Act of 1984; and the principles associated with the drafting of insurance policy documents and the impact that provisions of the Insurance Contracts Act has on this process.

General law principle i.e. offer and acceptance, consideration, setting aside of contract, contractual capacity, enforceability contracts; the law concerning agency and contracts; termination of contracts; the policy document; Insurance Contracts Act 1984.

**79361 COMPANY LAW -
ADMINISTRATION (was 22361)**

Prerequisites: 22160 Commercial Law 1, 22161 Commercial Law 2.

Examine the principles of law relating to the modern business corporation.

Incorporation of companies; promoters; constitution of a company; company membership; prospectus; raising and maintenance of capital; company management; accounts and audit; meetings and proceedings; minority protection; companies in difficulty; re-organisation and takeovers.

79362 COMPANY LAW (was 22362)

Prerequisites: 22160 Commercial Law 1, 22161 Commercial Law 2.

Examine the law and rules relating to the modern business corporation.

Incorporation of companies; constitution of a company; company management; accounts and audit; meetings and proceedings; minority protection; companies in difficulty; re-organisation and takeovers.

**79363 LIFE INSURANCE LAW
(was 22461)**

Prerequisites: 22160 Commercial Law 1, 22161 Commercial Law 2.

To develop an advanced level of understanding of enacted legislation and common law which imparts on and regulates the conduct of life insurance business in Australia.

The insurer: Intermediaries, brokers and agents; Life Insurance Commissioner, Law & Life Insurance policies; Law and policy holder/life insured.

**79364 ADVANCED LABOUR LAW
(was 22661)**

Prerequisites: 22160 Commercial Law 1, 22468 Labour Law.

To deal in greater depth with the philosophy of labour law in Australia and the law relating to the handling, settling and determination of industrial disputes.

Trade union law in Australia; some aspects of labour relations; relationship of the master and servant with third parties; workers' compensation.

**79367 INTELLECTUAL PROPERTY LAW
(was 22367)**

Prerequisite: 22160 Commercial Law 1.

The law of intellectual property refers to a wide range of disparate rights resulting from intellectual activity in the industrial, scientific, library or artistic fields. In Australia, such rights have been given statutory recognition in the Copyright Act 1968 (Cth), Designs Act 1906 (Cth), Trade Marks Act 1955 (Cth), and the Patents Act 1968 (Cth). The course will focus on the extent to which the law grants protection to concepts, information and ideas which is of central concern to rapidly developing information based industries.

Passing off; trade marks; Statutory protection of goodwill and reputation; copyright; design law; patents; common law protection of confidential information and trade secrets.

79368 COMMERCIAL CONTRACTS (was 22368)

Prerequisites: 22160 Commercial Law 1, 22161 Commercial Law 2.

To enhance students' negotiation skills and implementation of commercial contracts.

Formation; terms of contract; parties to the contract; matters effecting contractual assent; illegality; performance and breach; termination; remedies.

79369 BANKING LAW (was 22469)

Prerequisites: 22160 Commercial Law 1, 22261 Commercial Law 2.

To enhance students' expertise in modern banking law and practice.

The law relating to the Australian Banking and Monetary Systems; the law of Bills of Exchange, cheques and promissory notes; the law of bank/customer relationship; the law relating to bank officials; the law affecting overseas transactions and documentary credits.

79410 ADVANCED COMPANIES AND SECURITIES LAW (was 22510)

(Previously known as Company Law 2, then as Companies and Securities Law)

Prerequisites: 22362 Company Law OR 22361 Company Law - Administration.

An understanding of the securities market in Australia, including the role of the stockmarket, brokers and dealers, and the NCSG in regulation of the market, Securities Industries Code, Acquisition of Shares Code and Companies Code.

Under the Securities Industries Code:- investigation, licence, the conduct of securities business, trading in securities - takeover under the "takeover" code, the raising of debt inventory of debentures and priorities under the Companies Code.

79463 TAXATION 1 (was 22463)

Prerequisites: 22363 Company Law Introduction to the Law and Income Tax.

The concept of income; allowable deductions; source of

income; tax accounting; residence.

79466 TRADE LAW (was 22406)

Prerequisite: 22160 Commercial Law 1.

To explain the law and practice of trade law in Australia. To highlight the important issues of modern international trade relationships with reference to the Trade Practices legislation.

Background to Trade Practices Act; the constitutions and trade practices; administration and enforcement; concepts, definitions and government instrumentalities; contracts, arrangements, understandings and covenants restricting dealings or affecting competition; secondary boycotts; monopolisation; exclusive dealing; resale price maintenance; price discrimination and notifications; the Anti-Trust Laws of the US; Competition Law of Britain and the EEC; Law of International Business in Australia.

79467 LAW OF TRUSTS (was 22467)

Prerequisites: 22160 Commercial Law 1, 22161 Commercial Law 2, 22660 Property Law 1.

To give a concise account of applicable law and procedures in the administration of deceased estates.

Trusts; the will; grants of representation; administration of solvent estates; death duties; insolvent estates; testators family maintenance.

79564 TAXATION 2 (was 22564)

Prerequisite: 22463 Taxation 1.

To cover in detail topics dealt with in Taxation 1 and examine other taxation issues concerning the following topics.

Include depreciation; repairs; prior years losses; trading stock; taxation of companies and company distributions; taxation of Fringe Benefits; capital gains taxation scheme in relation to partnership; taxation scheme in relation to trust estates; superannuation; taxation of minors; alienation of income; assessments objectives and appeals.

79612 CORPORATE CONTROL AND POWER (was 22612)

Prerequisites: General knowledge of corporation and law.

This course is concerned with the foundation of modern corporate practice and analyses the relationship between corporations and some modern social problems.

Corporate control-background issues; control and strategic position; control of the large corporation; financial control of the large corporation; government and the large corporation; the centralisation of corporate power; power, responsibility and conflicting imperatives.

**79663 ADVANCED INCOME TAX
(was 22663)**

Prerequisites: 22463 Taxation 1, 22564 Taxation 2.

Concerned with areas of taxation practice which may be generalised as anti-avoidance and international matters. Basic tax planning; a brief analysis of some basic concepts in tax planning which may be used as models in determining the potential application of various anti-avoidance provisions; an examination of the use of various tax vehicles, eg. company, trust, partnership in tax planning for family units.

79664 INDIRECT TAXES (was 22664)

Prerequisites: 22463 Taxation 1, 22564 Taxation 2.

Introduce students to the fundamentals of fiscal imposts other than income tax.

Stamp duties; sales tax; payroll tax; land tax.

**PART III: SYNOPSES OF SUBJECTS IN
(OLD) B.BUSINESS (KURING-GAI)**

**11111 COMMUNICATION I -
INTERPERSONAL
COMMUNICATION**

Semester I and II: 2 class contact hours.

To affect willingness to participate in quality interpersonal communication; to develop understanding of the nature of face-to-face interaction; to examine the factors influencing interpersonal communication; to develop interpersonal communication skills.

**11211 COMMUNICATION II -
ARGUMENTATION AND
REASONING**

Semester: I and II: 2 class contact hours.

Prerequisite: 11111 Communication 1.

To develop understanding of argumentation, reasoning and persuasion as factors in human communication processes; to develop critical analytical skills, with particular reference to fallacies of argument, the

assessment of evidence, the truth of statements and methods of reasoning in communication; to develop skills in constructing written argument, and presenting a reasoned assessment of evidence, especially in relation to the construction of reports, submissions and proposals, to develop skills in the construction of oral argument, especially in relation to presentational speaking within an organisational context.

**11314 COMMUNICATION IIIA -
COMMUNICATION IN SMALL
GROUPS**

Semester: I and II: 3 class contact hours.

Prerequisite: (Bachelor of Business students only) 11211 Communication II.

To create an awareness of groups as part of the wider structural contexts in which they operate; to provide an understanding of the major concepts, theories and current research in small group communication; to develop a conceptual framework from which to observe small group behaviour and communication performance; to develop insights and skills in the presentation of self in small group contexts.

**11414 COMMUNICATION IVA -
ORGANISATIONAL
COMMUNICATION**

Semester: I and II: 3 class contact hours.

Prerequisite: (Bachelor of Business students only) 11211 Communication II.

To determine the nature and scope of communication in organisational contexts; to analyse the purposes of organisational communication; to analyse the relationship between organisational communication processes and relevant theoretical frameworks; to define and analyse elements of the communication process in organisational contexts in order to build a theoretical perspective; to analyse the impact of communications technology upon organisations; to illustrate specific professional applications of communication processes in organisational contexts.

**11514 COMMUNICATION VA - MASS
COMMUNICATION**

Semester: I: 3 class contact hours.

Prerequisite: (Bachelor of Business students only) 11211 Communication II.

To determine the nature and scope of mass communication technologies; to analyse the relationship between mass communication processes and relevant theoretical frameworks; to explore the theoretical bases

of mass communication research; to analyse the socio-cultural impact of the mass communication media as revealed by research; to examine the control and support of mass communication media with particular reference to the Australian experience.

11604 ADVERTISING AND MEDIA MANAGEMENT

Semester: II: 3 class contact hours.

To provide students with the knowledge and skills necessary for promotional advertising and the media in the modern organisational or business environment. To examine the historical development of advertising and promotion, the implications of regulation and deregulation of the advertising industry, and the advantages and disadvantages of selected communication media. To develop a practical understanding of the key processes of private, public and non-profit advertising management, and practice in the analytical tools used in the design and evaluation of advertising and promotional campaigns.

11614 COMMUNICATION VIA - APPLIED COMMUNICATION THEORY AND RESEARCH

Semester: II: 3 class contact hours.

Prerequisite: Communication IIIA (11314), IVA (11414), VA (11514) or any two with the other as corequisite.

To examine the varying assumptive positions which form the basis of communication theory building and associated research and practice and to develop an understanding of the methodologies used in communication research; to explore the obstacles to the development of holistic communication theory and to analyse attempts to integrate communication theories originating from varying communication contexts; to apply knowledge of communication theory and research to address issues and problems in professional fields such as staff training and development, publicity and public relations, information campaigns, health and industrial safety and law.

31105 ACCOUNTING 1

Semester: I: 4 class contact hours.

To introduce students to the role and uses of accounting information; to teach students the basic recording skills and concepts underlying accounting as practised; to introduce students to the concept of accounting as an information system. The unit includes: the accountability/agency relationship, developed to respond

to such questions as: Why are financial statements produced? and What is their function? the concept of an information system; the identification of the needs of users of accounting information; the design of reports to meet information needs of users; the present institutional framework; the concept underlying accounting as practised; basic recording skills involved in accounting including use of special journals/subsidiary ledgers/worksheets; professional and other requirements as to the form and content of financial statements; basic control procedures/design of forms and records; use of accounting standards and other influential 'regulations'; partnership accounting; application of computer systems to accounting.

31205 ACCOUNTING 2

Semester: II: 4 class contact hours.

Prerequisite: 31105 Accounting 1.

To reinforce and extend the skills developed in Accounting I; to introduce students to the sources of funds in Australia, the problems of accounting for companies, conventional financial statement analysis, and the role of the computer in accounting; to introduce to students alternative models of accounting. The unit includes: sources of finance; company accounting; analysis and interpretation of financial statements; demonstration of alternatives to historical cost accounting - for example, current cost accounting and general price level accounting; application of computer systems to accounting.

31305 ACCOUNTING 3

Semester: I: 3 class contact hours.

Prerequisite: 31205 Accounting 2.

To extend students' skills in satisfying legal, institutional and professional requirements in relation to external reporting practices of companies. The unit includes: accounting rules prescribed by the Companies Code, listing requirements of Australian Associated Stock Exchanges; accounting for company formations, and liquidations; accounting for intercompany investments; consolidations, purchase vs pooling techniques, equity accounting, joint ventures; interperiod tax allocation; foreign currency transactions and translations; preparation of financial reports for listed public companies, including funds statements.

31405 ACCOUNTING 4

Semester: II: 3 class contact hours.

Prerequisite: 31205 Accounting 2; 37201 Quantitative Methods II.

To be an introductory course in managerial accounting; to introduce the organisational context in which accounting information systems function; to introduce concepts in system design and evaluation; to introduce the budget setting process, notions of control, budget preparation, including use of computerised systems; to practise students in creating accounting information systems for both cost accumulation and other managerial decision making purposes including manual and computerised systems; to model managerial decisions using cost and other internally generated information. The unit includes: value of information; accounting aspects of systems design: responsibility accounting, notions of control, behavioural implications; cost concepts and cost behaviour; planning and control budgets; cost, volume/profit decisions and incrementalism; costing systems; product costing, process costing, standard costing, absorption and variable costing, cost allocation.

31406 AUDITING

Semester: II: 3 class contact hours.

*Prerequisites: 31305 Accounting 3; 38101 Computing I
Corequisites: 31405 Accounting IV; 34301 Company Law.*

To highlight the role of audit in an agency relationship; to articulate key concepts in auditing; for example, truth and fairness, verification, evidence, due care, and the relationship between those concepts; to familiarise students with professional audit standards and techniques of audit fieldwork, including EDP controls and audit; to enable students to comprehend the process of change in audit practice; to give students an appreciation of the professional environment of the auditor/accountant; the role of ethics and professional judgement; self interest and public interest. The unit includes: the extent of audit; control and reliability; costs of audit; public interest aspects: audit standards, legal implications for auditors; independence; non compliance with standards; professionalism and ethics; audit method; organisation and control; audit programme; audit working papers; audit perspective of system design/internal control and implementation; statistical sampling, audit reports and auditors' liabilities.

31502 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Semester: I 3 class contact hours.

Prerequisites: 31504 Corporate Finance; 25541 Financial Institutions and Markets.

To introduce students to the theoretical framework and the practical techniques associated with the analysis of investment in financial assets. The unit includes: role of securities market in financial decisions; investment returns and their behaviour; portfolio choice; asset pricing models (theory and evidence); principles of valuation (equity, fixed interest, futures, options); portfolio management; performance measurements.

31503 PERSONAL FINANCIAL PLANNING

Semester: I 3 class contact hours.

Prerequisites : 32201 Economy and Society 2, 37201 Quantitative Methods 2, 31205 Accounting 2.

Corequisites: (31504 Corporate Finance or permission of Head of School).

To examine the key issues which affect the contemporary personal financial planning environment in Australia; financial investment products, the legal and regulatory environment, taxation and social security aspects; to adopt a financial planning process to lifestyle objectives; to analyse current trends in the marketing of financial services in Australia and overseas, and to provide a forum in which students may use financial planning principles in computer assisted case study applications.

31504 CORPORATE FINANCE

Semester: I 4 class contact hours.

Prerequisites: 31205 Accounting 2, 37201 Quantitative Methods 2.

To introduce students to the essential concepts of financial decision making. The unit includes: the framework and objective of financial decision making; valuation and decision rules for allocation choice; investment decisions; capital budgeting, cash flow estimation and evaluation, IRR versus NPV, investment decisions within CAPM framework, financing decisions; financial structure, alternative methods of financing, cost of capital, CAPM and the cost of capital, dividend policy, lease financing; working capital management.

31505 ACCOUNTING V

Semester: I: 3 class contact hours.

Prerequisite: 31405 Accounting 4, 31504 Corporate Finance.

To practise students in quantitative techniques to assist managerial decision making, including the use of computerised packages; to utilise the computer as a tool of financial modelling in accounting contexts; to study the implications for accounting measurement and economic decision analysis of decentralised organisations; to consider aspects of evaluation and control of computerised information systems; to identify areas where management accounting information can assist managerial decision making concerning advanced cost estimation, advanced cost-volume-profit analysis, investigation of variances, transfer pricing, segmental performance evaluation, resource planning; to apply appropriate quantitative techniques to the resolution of certain problems in those areas; to appreciate the strengths and limitations of such techniques; to understand the nature and process of financial modelling in accounting; to utilise the computer as a tool of financial modelling in accounting contexts.

31506 SPECIAL TOPICS IN AUDITING

Semester: I: 3 class contact hours.

Prerequisite: 31406 Auditing.

To complement, reinforce, extend and further develop the skills and knowledge acquired in Auditing. The course is twofold. Firstly, the course develops an advanced understanding of EDP financial information systems and their impact on the audit function. Particular emphasis is placed on the development of both application and organisational controls, reinforced by case study presentations. Secondly, the course canvasses contemporary auditing issues such as professional regulation, ethics, audit of the non-profit government sector, special investigations, the auditor and the going concern, small business audits, related party transactions, audit reports and contemporary perspective on the auditor's liability.

31601 SECURITIES MARKET REGULATION

Semester: II: 3 class contact hours.

Prerequisite: 31502 Security Analysis and Portfolio Management.

To develop an understanding of different theoretical frameworks within which the regulation of the securities markets can be analysed, and to evaluate the effect of the current regulations on economic activity in the

Australian securities market. The unit includes: economic theory of regulation; competition and regulation; political economics; regulation of financial institutions and markets (options, futures, shares); information value; financial disclosure regulation and economic consequences; insider trading; takeovers; structure and efficiency of securities market; de-regulation.

31602 MODERN FINANCE THEORY

Semester: II: 3 class contact hours.

Prerequisites: 31502 Security Analysis and 31604 Portfolio Management, Advanced Corporate Finance.

To provide a rigorous development of the positive framework for analysing the modern developments in finance theory; to examine the contributions of finance theory to normative corporate financial decision making, specifically focusing on the application of recent theoretical developments to the financing and dividend decisions; to develop skills in the evaluation of theoretical arguments and empirical studies. The unit includes: positive and normative approaches to the efficient allocation of scarce resources over time; capital structure theories and evidence; extensions of the capital asset pricing model; option pricing theory and its application to pricing contingent liabilities, underwriting, agency relationships and its links with the capital asset pricing model; capital market efficiency theory (definitions, testing issues and anomalies); divided theories and evidence; mergers/acquisitions theory, evidence and agency implications.

31603 INTERNATIONAL FINANCE

Semester: II: 3 class contact hours.

Prerequisite: 31504 Corporate Finance, 25541 Financial Institutions and Markets.

To examine the forces that affect the relative values of currencies in international markets; to identify the major problems encountered by corporations in financing and conducting international operations; to evaluate the impacts of foreign and local taxation policies on international corporate finance. The unit includes: determinants of balance of payments flows; foreign exchange market participants; models of exchange rate determination; foreign exchange risk exposure identification, measurement and management; financing international operations - the Euro and Asia currency and bond markets; international portfolio diversification; direct investment and the required rate of return; country risk assessment; trade finance.

31604 ADVANCED CORPORATE FINANCE*Semester: II: 3 class contact hours.**Prerequisite: 31504 Corporate Finance.*

To provide a theoretical and practical framework for students to identify and evaluate the analytical and quantitative techniques used in the investment decision and to a lesser extent the financing and dividend decision; to develop skills in the practical analysis of these corporate financial decisions. The unit includes: development of the objective of maximising shareholders' wealth and problems arising therein; practical aspects and problems of long term capital budgeting decisions (e.g. inflation, capital rationing, relevant cash flows) including the analysis of such decisions using modern computer software facilities; problems and solutions involved with international investment; interpreting relevant cash flows for evaluating abandonments, mergers and acquisitions; comparing and contrasting the alternative methods for evaluating an appropriate discount rate - the weighted average and capital asset pricing approaches; alternative measures of beta risk for the capital asset pricing model; a normative approach to measuring the firm's financing needs and appropriate dividend policies; short term investment decisions in working capital.

31605 ACCOUNTING VI*Semester: II 3 class contact hours.**Prerequisites: Accounting III (31305) and IV (31405).*

To develop understanding of and skills in modelling external reporting issues in the discipline of economics and finance, using both normative and positive approaches: to examine competing accounting models of income determination and asset valuation, to assess the extent to which accounting debate is influenced/resolved by developments in agency theory and finance; to analyse alternative explanations of difficulties in obtaining consensus in relation to accounting issues. The unit includes: modelling of external reporting issues in an economic/finance framework; normative aspects of income and asset valuation issues; alternative current value systems; price-level adjusted accounting, exit value accounting, entry value accounting; empirical research in financial accounting: research designs, findings of tests of information hypotheses, implications of efficient market hypothesis for financial reporting, findings of tests of agency hypothesis; economic implications of regulation of financial reporting.

31609 ADVANCED FINANCIAL ACCOUNTING*Semester: II 3 class contact hours.**Corequisite: 31605 Accounting VI.*

To reinforce, extend and further apply the skills of corporate accounting practice developed in Accounting III; to critically analyse selected topics in company accounting and reporting from a professional perspective; to provide students with the opportunity of acquiring additional conceptual and technical knowledge of matters required for admission to the professional accounting bodies. The unit includes: accounting for company reorganisation; the analysis and evaluation of computer-based financial systems and financial modelling systems; accounting issues involved in receivership, official management, winding up, insolvency; accounting for joint ventures; segment reporting; accounting for trusts; accounting for superannuation plans.

32101 ECONOMY AND SOCIETY I*Semester: I 3 class contact hours.*

To introduce students to the basic economic principles and concepts (such as elasticity, supply, demand, stocks, flows, market adjustment, transmission mechanisms, etc.); to show students how to apply these economic principles, concepts and logic to analysis of real and hypothetical problems in business and the economy; to outline the limitations of economics in solving complex social, political and economic problems; to develop an ability in students to critically and constructively analyse and evaluate economic reports; to outline the major features and trends of the Australian economy. The course uses case studies and current events to demonstrate the application of economic concepts to the Australian economy and to particular industries such as the tourist industry.

32201 ECONOMY AND SOCIETY II - THE MODERN CORPORATION*Semester: II 3 class contact hours.**Prerequisite: 32101 Economy and Society I.*

To show how to use economic analysis to examine corporate behaviour and decisions (such as production, pricing, adaptation to change, etc.); to outline the various aims that may be adopted by corporations, and to examine how and why those aims may be formed; to examine, using economic analysis where appropriate, the role of organised labour in the economy, particularly in respect of the demand and supply of labour; to develop a framework with which to evaluate the impact of policy

and the economic and social performance of corporations; to outline the current major policy issues and institutions relating to corporations in Australia, and where appropriate, to show how to analyse policy and institutional developments from an economic perspective; to provide some guidance and perspective to the information available and relevant to an understanding of corporate activity in the Australian economy. The course emphasises the application of economic concepts via the use of case studies and analysis of current developments in the corporate economy.

32301 ECONOMY AND SOCIETY III - GOVERNMENT AND ECONOMY

Semester: I 3 class contact hours.

Prerequisite: 32101 Economy and Society I.

To develop an understanding of the role and significance of government activity - especially through macroeconomic policy - on the economy; to consider impacts of domestic policy and non-policy on the economy; to consider the impacts of foreign disturbances; to evaluate effects of government policies on the balance of payments and exchange rate. The unit includes: an overview of the current state of the macroeconomy; use of the IS/LM/BP framework to consider impacts of monetary, fiscal and exchange rate policies on the economy; theories of consumption and investment behaviour; the aggregate demand and supply model of the economy with emphasis on the role of labour market adjustments to disturbances; efficacy of policies in the variable price fixed real wage open-economy model.

32302 LABOUR MARKET ECONOMICS

Semester: I 3 class contact hours.

Prerequisite: 32301 Economy and Society II.

To familiarise students with the basic concepts used by economists to describe and analyse the workings of labour markets, with particular appreciation of the effects of institutional structures on the operation of Australian labour markets. The course will describe the manner in which the Australian labour market is performing and the role of government policy in influencing that performance. It will examine possible changes in the Australian economy in the 1990's and the resultant changes in Australian job structures and the issues these generate, as well as study contemporary Australian labour market developments and debates.

32402 FINANCIAL INSTITUTIONS AND MARKETS

Semester: II 3 class contact hours.

Prerequisite: 32201 Economy and Society III.

To develop an understanding of the functioning of financial markets and institutions and to analyse sources of finance within the Australian institutional setting and internationally; to examine the role and functioning of monetary policy; to consider the interdependence between the domestic and international financial markets and economies. The unit includes: institutional aspects of the Australian financial system; the money supply creation and control process; the relationship between monetary aggregates and the real sector of the economy; the foreign exchange market - mechanics and participants; balance of payments and exchange rate determination; exchange rate adjustments and impacts on the economy and the firm.

32404 THE UNDER - DEVELOPED ECONOMY

Semester: II 3 class contact hours.

Prerequisite: 32201 Economy and Society II.

To broaden students' outlook and vision of economic phenomena, by exposing them to different economic systems in the process of development; to develop an understanding of the characteristics and problems of developing countries as a major part of the world economy; to increase proficiency in applied economic analysis.

32405 SOCIALIST ECONOMIC SYSTEMS

Semester: I 3 class contact hours.

Prerequisite: Economy and Society II.

To broaden students' outlook and vision of economic phenomena, by exposing them to socialist economic systems; to develop an understanding of the principles of socialist economics and the workings of socialist economic systems in practice; to increase proficiency in applied economic analysis, particularly in the field of economic planning; to examine the introduction of aspects of the free market in socialist economies; to understand the key features of the comparative economic systems of capitalism and socialism.

32503 PUBLIC FINANCE

Semester: I 3 class contact hours.

Prerequisite: 32201 Economy and Society II.

To examine the multiple economic objectives of the public sector and the resultant trade-offs that are made;

to investigate the economic environment in which decisions are made; to understand ways of measuring public sector performance and to assess empirical results. The unit includes budgetary functions, the distortions to economic behaviour and the incidence of income distribution created by tax and transfer payments; case studies in public expenditure analysis, tax systems and recent tax reform, the public debt and the foreign debt, fiscal federalism and public enterprise economics (including issues of privatisation).

32601 INTERNATIONAL BUSINESS ECONOMICS

Semester: II 3 class contact hours.

Prerequisite: 32201 Economy and Society II.

To examine the factors that determine international flows of goods, services and capital; to identify the manner in which such factors shape the behaviour of firms in the international economy; to practice students in assessing opportunities for firms in the international market place; to consider issues facilitating and constraining firms participating in the Western Pacific region. The unit includes the theory of international trade and investment flows and the use of case studies to identify strategies for firms in the international economy (with particular reference to the Western Pacific).

34105 LAW AND THE LEGAL PROCESS

Semesters: I and II 3 class contact hours.

To familiarise students with the Australian legal framework, the sources of law in Australia and the techniques of legal research and reasoning; to explore the nature and function of law by reference to the relationship between the law and the (Australian) society in which the law develops, is applied and changes; to serve as an introduction to subsequent legal courses in Business, Nursing and Recreation studies.

34201 COMMERCIAL LAW

Semester: I 3 class contact hours.

Prerequisite: 34105 Law and the Legal Process.

To familiarise students with the more important legal concepts and rules governing the conduct of business; to familiarise students with legal techniques; to serve as an introduction to subsequent legal courses. Topics covered may include all or any of contract, partnership, sale of goods, insurance and credit laws. Other areas deemed relevant will be included from time to time.

34204 TRADE PRACTICES AND CONSUMER PROTECTION

Semester: I 3 class contact hours.

Prerequisite: 34105 Law and the Legal Process.

To examine the law in relation to conduct in restraint of trade and to consumer protection; to review the history of legislative intervention in these areas and the critiques of the law and policy of such intervention.

34301 COMPANY LAW

Semester: II 3 class contact hours.

Prerequisite: 34105 Law and the Legal Process.

To analyse the unique features of the corporate structure and their implications; the role and function of the company in modern society; the division between control and ownership of the modern corporation, and the development and implications of legal rules governing its incorporation, pre and post incorporation contractual and other activities, and its administration; to analyse the role, powers, duties and liabilities of company officers, the alternative sources of corporate finance and their legal implications, and legal alternatives for companies in trouble; and to assess the adequacies of the present legal rules in the light of changing social and economic pressures. Where practicable, consideration will also be given to proposals for reform, and their practical implications.

34401 REVENUE LAW

Semester: I 4 class contact hours.

Prerequisite: 34105 Law and the Legal Process.

By way of introduction, to analyse the legal basis of the Australian taxation system, the nature of taxation and its role in the socio-economic and political process, and the objectives of fiscal policy in Australia. To examine from a practical perspective key aspects of Commonwealth income tax law, including tax administration (including returns, assessments, objections, appeals, recovery and collection of tax, the Commissioner's powers of investigation and the taxpayer's rights to information); income (capital gains tax and fringe benefits tax), deduction, rebate and credit provision, and further developments as they arise. To analyse provisions for taxation of special categories of taxpayers (including superannuation funds, partnerships, trusts and companies, and the impact of developments such as imputation and the like); to introduce concepts of basic tax planning, analyse key specific and general anti-avoidance provisions, and to consider proposals for reform of income tax law and their technical and wider implications.

34402 INDUSTRIAL AND LABOUR LAW*Semester: II 3 class contact hours.**Prerequisite: 34105 Law and the Legal Process.*

To examine the legal framework within which the confrontation between employer and employee takes place; to show how and why the trade union movement acquired its present position and role; to explain the rights and obligations of workers viz-a-viz trade unions; to analyse the operations of a trade union; to consider the future of industrial law as a discipline in the changing climate of industrial relations today.

34403 LAW AND THE MANAGER*Semester: I 3 class contact hours.**Prerequisite: 34105 Law and the Legal Process.*

The practical exploration of the legal responsibilities, duties and obligations imposed upon public and private sector managers. The course focuses in particular on legal aspects of the manager's role in relation to such areas as employment, other organisations, computers and intellectual property; the constraints imposed on managers by regulatory and administrative systems; and an outline and evaluation of methods for resolving conflicts and managerial problems.

34404 BANKING LAW*Semester: I 3 class contact hours.**Prerequisite: 34201 Commercial Law or 34403 Law and the Manager.*

To examine the structure and operations of banks and other financial institutions and the Australian financial sector; the role of financial institutions in commercial and entrepreneurial transactions; the legal implications of banking and ancillary operations including the duties and rights of banker and customer, and the liability of financial institutions to customers and third parties; the role and impact of regulatory agencies in the financial sector and international aspects of financial transactions.

34406 ANTI-DISCRIMINATION LAW*Semester: II 3 class contact hours.**Prerequisite: 34105 Law and the Legal Process.*

An examination of the nature of laws and legal structures regarding discrimination, including the remedies available and the limits of law in this area.

34501 ADVANCED COMPANY LAW*Semester: I 3 class contact hours.**Prerequisite: 34301 Company Law, or permission of Head of School.*

To provide a detailed examination of aspects of corporate activities likely to be of particular practical importance to those in business. Topics selected will vary from time to time depending upon their relevance and topicality, but may include such matters as the legal rights, duties and liabilities of corporate officers and shareholders; legal and related implications of takeovers and other corporate reorganisations; receiverships and liquidations; and aspects of legal regulation of the securities market.

34502 LAW AND FINANCE*Semester: II 3 class contact hours.**Prerequisite: 34201 Commercial Law or 34403 Law and the Manager.*

To examine the legal aspects of private sector financing including financial institutions operating in Australia and the manner in which they are regulated; an evaluation of the different methods of secured and unsecured financing; the special considerations when financing mergers and takeovers; the remedies available to creditors and the issues involved in international financing.

34503 LAW AND COMPUTING*Semester: II 3 class contact hours.**Prerequisite: 34105 Law and the Legal Process.*

To introduce students to a number of the relevant aspects of both common law and statute law relating to computing including the law of contract, trademarks, copyright, patents, crime and tort.

34603 INTERNATIONAL BUSINESS LAW AND REGULATION*Semester: I 3 class contact hours.**Prerequisite: 34201 Commercial Law.*

To introduce students to those legal rules which affect most directly traders doing business where there is an international element involved. The unit focuses on matters relating to the formation of contracts in international business transactions; municipal and international regulation of such transactions; the resolution of disputes relating to the interpretation of, performance and breach of such contracts; related currency transactions and the forms of security used in such transactions and product liability. Students are

assumed to have a knowledge of the Australian municipal law relating to contract, partnership, agency and fiduciary duties.

34606 ADVANCED REVENUE LAW

Semester: II 3 class contact hours.

Prerequisite: 34401 Revenue Law or permission of Head of School.

To undertake a detailed analysis of areas of domestic tax law of critical importance to students, practitioners, businessmen and others, including tax administration, capital gains tax and fringe benefits tax. The precise content and emphasis of the course will change from time to time to focus upon important new developments as they arise. Emphasis is upon developing an understanding of the practical application of key elements of the tax law through the refinement of practical and analytic skills. Students will have the opportunity to undertake a variety of practical exercises from among, for example, the completion of business and other tax returns, the preparation of objections and the presentation of a mock case before a review tribunal.

34607 ADVANCED TAXATION LAW

Semester: I 3 class contact hours.

Prerequisite: 34401 Revenue Law, or permission of Head of School.

To undertake a detailed and practical analysis of legal principles applicable to the taxation aspects of international transactions, focusing particularly on such matters as residence, source, foreign tax credit, accruals taxation, withholding tax, exchange controls and the role of the double tax treaties. The course also covers the taxation of companies and their shareholders. Aspects of other taxes (such as sales tax, customs duties, payroll tax and land tax) may also be covered. The precise content and emphasis of the course will change from time to time to focus upon important new developments as they occur.

35102 POLITICAL BEHAVIOUR

Semester: I & II 3 class contact hours.

To develop in students: an interest in political behaviour as a social phenomenon, in contemporary political issues, and in the application of ideas about political behaviour to the Australian context; an understanding of the structure and functioning of the Australian system of Government within Australian society, and an ability to analyse the political dimensions of situations.

35103 WORK, ORGANISATION AND SOCIETY

Semester: I & II 3 class contact hours.

To introduce students to the sociological perspective as a way of understanding the dynamics of the organisation of work, to develop in students an awareness of the economic, political and social forces which shape workplaces and business organisations; to develop an understanding of the relation between work and other aspects of social organisation such as schools, social space, the family, leisure and consumption, knowledge and the professions; to provide a grounding in research techniques and analytic skills appropriate for an understanding of the effects of social change on the work environment; to develop in students an understanding of different forms of social change, with particular reference to the significance of organising.

36202 ORGANISATION BEHAVIOUR

Semester: I & II 3 class contact hours.

Prerequisites: 35103 Work, Organisation and Society; 35102 Political Behaviour.

To investigate behaviour that is manifest in the course of the organisation of work activity; to develop an understanding of the factors that are involved in organising and managing and to develop in students a critical ability with regard to the analysis of the way in which specific concepts and techniques are applied. To this end specific attention is given to notions such as patronage, bureaucracy, scientific management, motivation, groups, power, leadership, conflict and decision making.

36205 ORGANISING HUMAN SERVICES

Semester: II 3 class contact hours.

Prerequisite: 36202 Organisation Behaviour.

To further develop students' awareness of the central part played by organised interests in social processes; to extend students' capacities for organisational analysis by focusing their attention on inter-organisational relationships, on the factors shaping and maintaining these relationships, and on the contradictions they sometimes engender; to develop in students a critical awareness of the way the conventional language which is used to describe and analyse organised endeavours is partial and partisan and largely reflects the interests of dominant groups; to examine the construction of inter-organisational relationships in a number of human service industry sectors and by so doing illustrate the misleading and partisan character of much of the conventional language used to describe human services;

to practise students in inter-organisational analysis to develop students' awareness of the processes that lead to the transformation of inter-organisational relationships and thus the arrangements and practices that constitute human services.

36301 INDUSTRIAL SOCIOLOGY

Semester: II 3 class contact hours.

Prerequisite: 36202 Organisation Behaviour.

To develop an understanding of the behaviour of people in work organisations and the social, cultural and organisational determinants of that behaviour; to develop frameworks for the analysis of the relationships between historical, social and organisational variables in order to place individual attitudes and practices in a broader context; to extend this understanding through cross cultural comparative material; to give students experiential insights into intergroup and interpersonal relationships within work organisations; to develop students' skills in organisational analysis and introduce them to issues of organisation design; to examine contemporary issues in industrial sociology; to foster a practical and theoretical understanding of the Australian industrial relations scene in comparative perspective.

36302 GOVERNMENT AND BUSINESS

Semester: II 3 class contact hours.

Prerequisites: 36202 Organisation Behaviour; 32201 Economy and Society II.

To develop students' understanding of the way in which social activity in Australia is conceptualised as 'political' or 'economic', and as falling into a 'public sector' or 'private sector'; to examine practices in relation to particular industries as evidence for the validity of these conceptualisations; to develop students' capacity to develop and apply analyses which encompass the full range of organisational linkages which occur in productive, regulative and allocative activity within Australian society.

36402 CORPORATE STRATEGY

Semester: II 3 class contact hours.

Prerequisites: 31405 Accounting IV; 31504 Corporate Finance,

plus either:

(a) 36507 Structure, Adaptation & Change in Organisations; 36508 Organisation Design; or

(b) 31505 Accounting V; 31502 Security Analysis & Portfolio Management; or

(c) 36504 Research for Marketing Problems; 35505 Consumer Behaviour (d) Tourism Management.

To develop students' understanding of the planning process in organisations and to develop skills in formulating and evaluating strategies for organisations; to raise students' awareness of future developments in the structure of the world and Australian economies and the implications these hold for the management of organisations; to enhance students' knowledge, understanding and skills in the techniques used for strategy development; to examine the behavioural, motivational, organisational, political, financial, legal and economic dimensions of the planning process; to expose students to decision making under uncertainty; to enhance students' skills and competence in making judgements.

36403 MARKETING FOR MANAGERS

Semester: I & II 3 class contact hours.

Prerequisite: Either (a) 32201 Economy and Society II; 37201 Quantitative Methods II or (b) 32101 Economy and Society I; Tourism's Economic & Social Interaction (corequisite).

To develop an understanding of the marketing environment; to understand the total marketing function, in particular, with respect to planning and decision making; to study the legal and regulatory environment influencing major marketing decisions in Australia; to apply a knowledge of accounting techniques, economics and quantitative methods to marketing and market research decisions; to increase the practicability of business education by simulating typical business situations.

36404 BUREAUCRACY

Semester: II 3 class contact hours.

Prerequisite: 36302 Government and Business.

To analyse the major theories of bureaucracy, their historical backgrounds, and the main disputes surrounding them; to examine in detail major empirical studies of bureaucracy in different settings as one basis for assessing the merits of disputed theories; to assess the utility of the bureaucratic model for the analysis of patterns of authority and leadership and processes of change in Australian society and in different types of organisation; to examine the effect of increasing bureaucracy on the social, occupational and organisational structures of modern society; to examine modifications of, and suggested alternatives to, the bureaucratic model as desirable organisational patterns.

36406 EMPLOYEE RELATIONS I

Semester: I & II 3 class contact hours.

Prerequisite: Either (a) Economy and Society II or

(b) *Economy and Society I; Tourism's Economic & Social Interactions (corequisite).*

To provide students with an understanding of the essential elements of employee relations practice in Australia; to examine and understand the behaviour of people in work organisations and to link this to the operation of the labour market. The unit will focus on the essential elements of effective human resources management including recruitment and selection, motivation and appraisal of staff as well as industrial relations. With regard to the latter the unit will focus on the actors and institutions in the Australian industrial relations system; introduce industrial relations theory, particularly as it relates to conflict; link these theoretical insights with the procedure and practice of day-to-day industrial relations; analyse the processes of wage determination in Australia and develop appropriate practitioner skills.

36407 EMPLOYMENT PRACTICES AND DISCRIMINATION

Semester: II 3 class contact hours.

To provide students with a basic understanding of the Australian conciliation and arbitration system, the development of the individual contract of employment and the structure and function of trade unions; to equip students with the ability to recognise and understand discriminatory practices in employment; to develop in students the practical skills needed to deal with, manage and change discriminatory practices in employment; to give students a thorough working knowledge of Equal Employment Opportunity and Anti-Discrimination Legislation; to provide students with conceptual and practical skills from across disciplinary boundaries; to develop in students managerial/administrative skills necessary to avoid and eliminate discriminatory practices; to give students a knowledge of international developments dealing with discrimination in employment.

36504 RESEARCH FOR MARKETING PROBLEMS

Semester: I 3 class contact hours.

Prerequisite: 36403 Marketing for Managers.

To impart an awareness of the value of research applications to marketing problems as a systematic and analytic process harnessed to the identification, understanding, and solution of problems associated with the marketing management process. To develop students to a point whereby they can effectively conduct their own marketing research, or rationally evaluate the

requirements for, and expectations of, professionally run marketing research services as they may apply to their function within a business organisation. To introduce students to the microcomputer and an appreciation of its value as a modern management tool, particularly in its application to the area of marketing research.

36505 INTERNATIONAL MARKETING

Semester: I 3 class contact hours.

Prerequisite: 36403 Marketing for Managers or permission of Lecturer-in-Charge.

This unit focuses on the application of marketing principles in international markets and incorporates developing an appreciation of the significance of different economic, cultural, political and legal environments. Specific attention is given to the segmentation of international markets, marketing decisions, product policy, promotional management, distribution methods, and negotiation in overseas markets.

36506 EMPLOYEE RELATIONS II

Semester: I 3 class contact hours.

Prerequisite: 36406 Employee Relations I.

To examine the theory and practice of human resources management in Australia today. This unit will either prepare specialists for a career in the human resource management area, or familiarise students specialising in other areas of management with the techniques relevant to the management of people at work. Emphasis is placed on the development of practical, hands-on skills.

36507 STRUCTURE, ADAPTATION AND CHANGE IN ORGANISATIONS

Semester: I 3 class contact hours.

Prerequisites: 36406 Employee Relations I; 36403 Marketing for Managers; 36303 Government and Business.

To recapitulate the disciplinary skills developed and knowledge acquired through the previous study of alternative perspectives and theories explaining the conduct and structuring of relations in organisational settings; to analyse the concepts of structure, change and adaptation; to uncover the theoretical, ideological and philosophical bases of the concepts of change and adaptation in organisations and to assess these concepts against practice and experience in managing organisations; to provide new insights into the structural make-up of organisations and the practices that take place within them; to explore, describe and classify the reactions of organisational participants (ie. workers,

managers, functional specialists) to internal and external pressures for change and the adequacy of the response to resistance to change; to examine the strategies, techniques and measures employed in planned organisational adaptation and change; to examine in detail major empirical studies of planned and unplanned organisation adaptation and change in business and organisations generally.

36508 ORGANISATION DESIGN

Semester: I 3 class contact hours.

Prerequisites: 36406 Employee Relations I; 36403 Marketing for Managers; 36302 Government and Business.

To provide students with the opportunity to apply skills acquired in earlier units of the sequence, and to equip them with those disciplinary, analytical and vocational skills peculiar to organisation design problems; to introduce students to the theory and practice of organisation design by way of a comparative analysis of design approaches; to introduce students to contemporary approaches to design and redesign of organisations, careers and jobs; to develop in students the capacity to identify, interpret and analyse the variables affecting organisation design; to encourage students to critically examine a range of alternative approaches to the restructuring of relations in the conduct of work and with clients or customers of organisations; to provide students with experience in applying design skills within a vocational context through Australian case study material from the private and public sectors.

36509 DISCRIMINATION AND ORGANISATIONS

Semester: I 3 class contact hours.

Prerequisite: 36407 Employment Practices and Discrimination.

To provide students with an understanding of the nature, extent, and ramifications of systemic and individual discrimination; to apply this knowledge to the current situation in Australia; to develop in students the skills necessary to conduct research into the particular needs of disadvantaged groups within the context of organisations; to develop in students the skills needed to formulate and administer, within a political context of competing demands, policies designed to eradicate systemic and individual discrimination within organisations; to contribute to a balanced understanding of the management of human resources.

36605 CONSUMER BEHAVIOUR

Semester: II 3 class contact hours.

Prerequisite: 36403 Marketing for Managers.

This unit is designed to provide a basic theoretical grounding in the field of consumer behaviour, by drawing, as appropriate, upon the contributing disciplines of psychology, social psychology, sociology, anthropology, communication and economics. The aim is to develop a better understanding and awareness of consumers as the central focus of marketing action and to encourage students to appreciate the value of models as tools of conceptual analysis, the appropriate utilisation of which allows ultimately for a more effective marketing strategy. To encourage students to think of marketing strategy within a broader social framework involving public policy formulation and embracing such issues as ethics, regulations and consumerism as necessary considerations in an increasingly competitive and constrained social, political and economic environment.

36606 EMPLOYEE RELATIONS III

Semester: II 3 class contact hours.

Prerequisite: 36406 Employee Relations I.

To bring together and build upon the areas of theory and practice examined in Employee Relations I (and II). The focus of this unit is employee relations at the workplace and emphasis will be placed on linking insights into the operation of the I.R. system with the practice of industrial relations in the workplace. Emphases in this unit will be placed on the development of practitioner skills, such as those involved in conflict resolution, negotiation and advocacy.

36607 THE MANAGEMENT PROCESS

Semester: II 3 class contact hours.

Prerequisite: 31405 Accounting IV; 31504 Corporate Finance;

plus either

(a) 36507 Structure, Adaptation & Change in Organisations; 36508 Organisation Design; or

(b) 31505 Accounting V; 31502 Security Analysis & Portfolio Management; or (c) A completed specialisation in marketing or employee relations.

Corequisite: 36402 Corporate Strategy.

To examine managing as a social process; to examine modes of thinking about management by analysing leading 'theories' and empirical studies of management in relation to: alternative historical settings, alternative management structures, decision making, implementation and control activities of managers in alternative

institutional settings; to develop an appreciation of the dynamics of managerial activity and the nature of managerial 'success' to deepen insights into the nature of theorising and the cumulative 'development' of bodies of knowledge; to develop intellectual, appreciative and personal skills which are likely to be transferable to managerial situations; to practise students in the analysis of organisational and managerial situations.

36608 MARKETING PLANNING AND MANAGEMENT

Semester: II 3 class contact hours.

Prerequisite: 36403 Marketing for Managers.

To integrate issues raised in Marketing for Managers, Consumer Behaviour, and Research for Marketing Problems; to emphasise the fundamental principles and practice of marketing planning and management, and to examine the information requirements of marketing managers. The unit includes: analysis of product policy, with an emphasis on product life cycle analysis and the management of products in mature markets; pricing decisions, and their variations through product life cycle; mechanics of promotion and the methods used to bring the product to the marketplace and maintain it in the marketplace; distribution: the changing role of distribution and its effect on the profitability of products; market finance: the role of break-even analysis; analysis of the changing financial fortunes of products through the product life cycle; the Marketing audit: how to conduct the audit and an analysis of its benefits; Trade Practices and Consumer Law: providing a basic understanding of the minimum legal requirements for the Marketing Manager; Marketing planning: basic skills in preparing Marketing plans for submission to higher levels of management.

36609 MANAGING DISCRIMINATION

Semester: II 3 class contact hours.

Prerequisite: 36407 Employment Practices and Discrimination; 36509 Discrimination and Organisations; 34406 Anti-Discrimination Law.

To become aware of the principles and implications of equal employment opportunity programmes; to develop planning and problem-solving skills necessary in the implementation of EEO within the organisation; to develop an understanding of the implications of preparing an EEO management plan; through practical exercises, to develop an understanding of the skills necessary in planning the introduction of appropriate EEO strategies; to acquaint students with communication strategies likely to prove helpful in handling interpersonal conflicts engendered by discrimination; to

equip students with practical skills to change outcomes creatively; to develop in students managerial/ administrative skills through organisational analysis appropriate to public and private sectors; to develop in students the skills required to evaluate the consequences, both intended and unintended, of policies designed to improve the position of disadvantaged groups.

36610 ISSUES IN HUMAN RESOURCES MANAGEMENT

Semester: I 3 class contact hours.

Prerequisite: 36506 Employee Relations II.

This unit builds on the contributions to the programme made in Employee Relations II. It focuses on current developments and central issues in Human Resources Management and this ensures students are familiar with the state-of-the-art knowledge and practice in the field. It covers such areas as: the broad context of Human Resources Management - economic, political, legal and social; paradigms and images of the personnel function for the 1990s; development of human resource management systems - constraints, choices and strategies; industry and sector variation; manufacturing to service industries; introduction of new technologies; capital vs. labour intensity; compensation strategies; new directions; job analysis, job evaluation and performance appraisal; current issues; work re-organisation; skills formation; productivity-oriented Human Resources Management - the Australian context; corporate culture and human resources management systems; choices in employment systems - jobs, careers, internal labour markets.

36611 STRATEGIC MANAGEMENT

Semester: II 3 class contact hours.

Prerequisite: 31405 Accounting IV; 31504 Corporate Finance plus either

(a) 36507 Structure, Adaptation & Change in Organisations; 36508 Organisation Design; or (b) 31505 Accounting V; 31502 Security Analysis & Portfolio Management; or (c) 36504 Research for Marketing Problems; 36605 Consumer Behaviour.

To act as a capstone unit integrating and exercising knowledge and skills acquired in previous units; to explore the link between theory and practice to answer the question of 'what makes organisations effective?' and 'what role do managers play in this process?'; to provide students with a simulated, interfirm, competitive environment which will enable them to experience the functions and processes of managing and organising; to provide students with an opportunity to integrate their skills, knowledge and competencies obtained in a

number of separate and specialised areas; to compare the strengths and limitations of the 'rationalist' vs. the 'political' model of organisational control; by assuming specific functional roles within a company, to appreciate and explore the difficulties and benefits of integrated and co-ordinated management; to test a student's ability to manage a business organisation under the threat of uncertainty, ambiguity, environmental contingencies, and rigorous performance evaluation; to practise students in the analysis of complex organisational and managerial situations; to teach them how to act strategically and support such action with tactical use of resources; to use the business simulation as a vehicle for self-assessment.

36612 MARKETING PLANNING & IMPLEMENTATION

Semester: II 3 class contact hours.

Prerequisite: 36504 Research for Marketing Problems; 36605 Consumer Behaviour (may be corequisite).

To understand the nature of marketing strategy relative to the corporate strategic plan; to gain an appreciation of the different approaches available to formulate marketing strategy. To show how the Marketing Strategy is the foundation of the Marketing Plan; to demonstrate that marketing planning is an integral process that must take into account all the functional areas of an enterprise; to show how marketing strategy and planning is an integral part of the total corporate plan; to show that the critical examination of marketing problems and the formulation of cogent marketing plans is essential to the survival of the enterprise.

36613 CONTEMPORARY MANAGEMENT PRACTICE

Semester: II 3 class contact hours.

Prerequisite: 36202 Organisation Behaviour.

To provide students with an understanding of key aspects of current management practice; to develop an awareness of the range of strategies available to management for handling management issues; to explore intra-organisational aspects of managing including skills relevant to the management of both people and structures; to explore inter-organisational aspects of managing, including skills relevant to managing in a re-evaluated environment and international environment.

37101 QUANTITATIVE METHODS I

Semester: I 3 class contact hours.

To provide students with an understanding of methods of quantitative analysis essential in the economic environment in general and the business environment in

particular. The unit includes: exploratory data analysis; numerical characteristics; probability; conditional probability; statistical independence; counting rules; binomial theorem; discrete probability distributions; continuous probability distributions; sampling and sampling distributions; sampling distribution of sample proportion; linear regression and experimental design; statistical computer programmes.

37201 QUANTITATIVE METHODS II

Semester: II 3 class contact hours.

Prerequisite: 37101 Quantitative Methods I.

To provide students with an understanding of the workings of interest rates in respect of a wide range of financial transactions; to equip students with the quantitative skills necessary to cope with later semester units and with the demands of the business and economic environment. The unit includes: financial mathematics and DCF techniques; government bonds; company loans; housing mortgages, personal loans and the assessment of future investment projects; topics to aid the understanding of the mathematical nature of models used in the social sciences and how a few simple mathematical techniques can be used to derive a variety of important results in accounting and economics.

37305 MULTIVARIATE ANALYSIS IN FINANCE

Semester: II 3 class contact hours.

Prerequisite: 37201 Quantitative Methods II.

To provide further quantitative methods necessary for effective interpretation of the financial and economic environment; to consider basic techniques of econometrics and their application; to develop further the mathematical skills required for advanced financial analysis; to enable students to comprehend the strengths and limitations of quantitative economic analysis. The unit includes: multiple linear regression models and analysis; analysis of variance and experimental design; time-series analysis and forecasting models; discriminant analysis; multivariate statistical techniques appropriate to finance, e.g. factor analysis, cluster analysis.

37402 RESEARCH PROJECT

Semester: I or II 0 class contact hours.

Prerequisite: 37201 Quantitative Methods II.

To provide an opportunity for students to undertake a research project individually or as a member of a small group; to identify and evaluate the research literature in the student's chosen project area to study further the research methodologies appropriate to the project

interests of the individual student and of the total group; to develop an understanding of selected advanced statistical procedures necessary for analysis of empirical data, and a positive attitude to the use of research in the financial, administrative and social environments to provide a forum in which students may share their research experiences.

37501 ADVANCED RESEARCH PROJECT

Semester: I or II 0 class contact hours.

Prerequisite: 31504 Research Project and permission of the Head of the relevant Department.

To provide an opportunity for students to extend the research begun in 37402 Research Project.

37502 OPERATIONS RESEARCH

Semester: I: 3 class contact hours.

Prerequisite: Corporate Finance or permission of Head of Department.

To provide an introduction to the methods, applications and literature of operations research. The unit includes: Mathematical models, simulation queuing and linear programming. Special emphasis will be given to the use of O.R. techniques in financial applications, including risk analysis and capital budgeting. Case studies making use of a variety of computer packages will be used to stress the importance of data collection, problem formulation and the interpretation of results for management.

37601 ADVANCED OPERATIONS RESEARCH

Semester: II 3 class contact hours.

Prerequisite: 37502 Operations Research.

To apply and extend the methods developed in Operations Research with particular emphasis on financial applications. Topics to be examined in this course will be negotiated with the students enrolled in the course. Topics may include: planning and control of capital expenditures, mergers and acquisitions, leasing, capital structure decisions, evaluation of financing alternatives, evaluation of tariff policies and subsidies, implication of the double taxation of dividends.

38101 COMPUTING I - INTRODUCTION TO COMPUTING

Semester: I & II 3 class contact hours.

To provide an introduction to the design and use of computerised data processing systems in commercial environments. The unit includes: computer hardware,

secondary storage, input and output devices; business data processing systems; characteristics and limitations of computer systems, data, and information; systems analysis and evaluation techniques; computing in the future; communications, database, electronic office; contemporary issues, privacy, data security, computer crime.

38201 COMPUTING II(A) - PROGRAMMING AND SOFTWARE ENGINEERING

Semester: II 3 class contact hours.

Prerequisite: 39101 Computing I.

To develop skills in computer programming, systems analysis, design and evaluation. The unit includes: principles and concepts of software engineering, software development and algorithm design; fundamentals of computer programming and elements of the PASCAL language; sequential file processing; comparative systems analysis and design methodology; software design and evaluation; system performance testing.

38202 COMPUTING II(B) - APPLICATIONS OF PERSONAL COMPUTERS

Semester: II 3 class contact hours.

Prerequisite: 38101 Computing I.

To give students an introduction to personal computers, their components, functions and characteristics. The unit includes: components of personal computer systems; the operating system DOS and its utilities; standard software for the PC: spreadsheets, wordprocessing, data communication, graphics and desk-top publishing; personal computers in business and their relation to mainframe computers; data management software and system development strategies; guidelines for system evaluation, selection and implementation.

38302 COMPUTING III(B) - OPERATIONS RESEARCH

Semester: I: 3 class contact hours.

Prerequisite: 38101 Computing I; 37201 Quantitative Methods II.

To provide an introduction to the methods, applications and literature of operations research. The unit includes mathematical models, simulation queuing and linear programming. Special emphasis will be given to the use of OR techniques in financial applications, including risk analysis and capital budgeting. Case studies making use of a variety of computer packages will be used to stress

the importance of data collection, problem formulation and the interpretation of results for management.

38304 COMPUTING III(A) - COMMERCIAL SYSTEMS DESIGN

Semester: I 3 class contact hours.

Prerequisite: 38201 Computing II(A).

To give students the experience of designing and implementing a business application system in the COBOL language; to extend programming skills to include advanced file organisation concepts; to develop techniques for system testing and evaluation.

38402 COMPUTING IV(B) - OPERATING SYSTEMS AND LANGUAGES

Semester: I 3 class contact hours.

Prerequisite: 38201 Computing II(A); C38202 computing II(B).

To give students familiarity with a range and variety of languages and operating system products, their characteristics and limitations; to relate language characteristics to their appropriateness for specific application areas; to study the characteristics and functions of operating systems and to compare generic types with those which are machine specific; to compare the characteristics of third and fourth generation languages and their impact on productivity.

38404 COMPUTING IV(A) - DATABASE DESIGN

Semester: II 3 class contact hours.

Prerequisite: 38304 Computing III.

To introduce concepts and principles of data modelling and database design; to describe the range of database models and implementations and their characteristics; to give students the experience of designing and implementing a business application system using database products.

38501 COMPUTING V(A) - ADVANCED SYSTEMS ANALYSIS AND DESIGN

Semester: II 3 class contact hours.

Prerequisite: 38404 Computing IV(A).

To examine critically a range of contemporary methodologies for system analysis; to develop a wellfounded paradigm for the processes of systems analysis and design and project management; to give students experience in analysis of a real-world system.

38502 COMPUTING V(B) - MANAGEMENT INFORMATION SYSTEMS

Semester: II 3 class contact hours.

Prerequisite: 38404 Computing IV(A); 38402 Computing IV(B).

To study the characteristics of management information systems and to identify requirements; to introduce concepts of artificial intelligence and expert systems and their potential applications; to study data communications concepts and the implications for information systems; to examine the implementation and use of decision support systems; to make students aware of contemporary issues in information systems.

**LEISURE AND
TOURISM STUDIES**

SCHOOL OF LEISURE & TOURISM STUDIES

The School of Leisure and Tourism Studies was established in 1986, although programmes in the area had commenced in 1979. The School now offers eight award programmes in the field of leisure and tourism studies: Bachelor of Arts (Leisure Studies), Bachelor of Arts (Tourism Management), Bachelor of Arts (Human Movement Studies), Bachelor of Arts (Leisure Studies) (Honours) Graduate Diploma in Leisure Studies, Graduate Diploma in Tourism Management, Graduate Diploma in Arts Management and Master of Arts (Leisure Studies). This range of programmes caters for persons wishing to become professional workers in the growing leisure, tourism and sports industries at all levels, from programming and leadership to middle management

Leisure Studies Advisory Committee

Mr. P. Brown, Senior Lecturer, University of Newcastle
 Ms. M. Ferguson, Recreation Officer, Drummoyno Municipal Council
 Mr. B. Hayllar, Senior Lecturer, School of Leisure and Tourism, UTS (Kuring-gai Campus)
 Mr. P. Keady, Policy and Projects Unit, Department of Sport, Recreation and Racing
 Ms. M.L. Koloff, Senior Consultant, Hospitality, Tourism and Leisure Division, Baillieu Knight Frank
 Ms. C. Malone, Community Services, Manly Council
 M. P. McKay, General Manager, Harbord Diggers Memorial Club Ltd.
 Mr. R. McMurtrie, General Manager, Auto Cycle Union
 Mr. G. Prosser, Director, Environmental Landscapes
 Mr. B. Robertson, Professor of Leisure and Tourism, UTS (Kuring-gai Campus)
 Mr. D. Shepherd, Manager, Research and Resources Division, National Parks and Wildlife Service, NSW
 Ms. T. Taylor, Lecturer, School of Leisure and Tourism, UTS (Kuring-gai Campus)
 Mr. T. Veal, Associate Professor, School of Leisure and Tourism, UTS (Kuring-gai Campus)

Tourism Studies Advisory Committee

Mr. P. Archer, General Manager, Jetabout, Q.H. Tours Ltd.
 Mr. G. Buckingham, Commercial Manager (NSW), Australian Airlines
 Mr. G. Buckley, Manager, Australian Tourism Research Institute

Mr. J. Dart, Chief Executive, Australian Federation of Travel Agents
 Mr. A. Gilmour, Professor of Environmental Studies and Director, Graduate School of the Environment, Macquarie University
 Ms. G. Hawkins, Lecturer, School of Leisure and Tourism, UTS (Kuring-gai Campus)
 Ms. S. Hunt, Marketing Director, Tourism Commission of New South Wales
 Mr. I. Kennedy, Vice President South Pacific, Pacific Asia Travel Association
 Mr. M. Mannington, Director, I.D. Tours South Pacific Pty Ltd, Chairman I.T.O.A. Education Committee
 Mr. J. McKernan, National Marketing Manager, Australian Tourism Industry Association
 Dr. I. Palmer, Lecturer, School of Management
 Ms. M. Pickett, Personnel Manager, Hilton International Sydney
 Mr. B. Robertson, Professor of Leisure and Tourism, UTS (Kuring-gai Campus)
 Mr. T. South, Colliers International Property Consultants
 Mr. L. Stear, Senior Lecturer, Tourism Management, School of Leisure and Tourism, UTS (Kuring-gai Campus)
 Mr. M. Testoni, General Manager, Gledswood Homestead
 Mr. T. Veal, Associate Professor, School of Leisure and Tourism, UTS (Kuring-gai Campus)

BACHELOR OF ARTS (TOURISM MANAGEMENT)

The Bachelor of Arts (Tourism Management) was introduced in 1989. The curriculum focuses on producing graduates with a strong understanding of the distinctive features of tourism and the tourism industry, with the knowledge and range of skills which provide the flexibility to effectively manage in an environment of significant growth and change. The programme will also develop students' understanding of tourism as an increasingly important social phenomenon, which will foster an appropriately critical approach to this field of study.

BACHELOR OF ARTS (HUMAN MOVEMENT STUDIES)

The course is focused on producing graduates with a strong understanding of the processes and mechanisms underlying human movement and with the knowledge base and skill repertoire necessary to manage and plan human movement activities in the leisure and education contexts. The course will provide graduates with the necessary skills to gain initial employment in the human movement field as well as the analytical skills necessary for critical appraisal of developments in the field.

BACHELOR OF ARTS (LEISURE STUDIES) (HONOURS)

The Bachelor of Arts (Leisure Studies) (Honours) is designed to provide outstanding undergraduate students with the opportunity to undertake a one year full-time advanced programme of study. The direction of this programme will be largely determined by individual students in consultation with their academic adviser.

GRADUATE DIPLOMA IN ARTS MANAGEMENT

The Graduate Diploma in Arts Management is a two year part-time course offered with the support of the National Arts Industry Training Council. It is an intensive course designed primarily for administrators who have experience in the arts industries and are seeking professional management training. The emphasis of the course is on management skills applied in a cultural context.

GRADUATE DIPLOMA IN LEISURE STUDIES

The Graduate Diploma was specifically designed to cater for those persons who already have a professional qualification in a related area or who have had long work experience in the field. Like the Bachelor of Arts programme it concentrates on the needs of middle management in the leisure industry to understand the social, economic and institutional context which gives shape to both the leisure choices made by individuals and to the range of opportunities from which they are able to choose.

GRADUATE DIPLOMA IN TOURISM MANAGEMENT

The Graduate Diploma is an advanced and intensive programme designed to meet the vocational needs of graduates seeking or pursuing management careers in the tourism industry. The programme was introduced in 1988 in response to the growing need in public and private sector firms and organisations for highly skilled managers with detailed knowledge and understanding of tourism systems and their operating environments. The Graduate Diploma is distinctive among tourism programmes in that its coverage of the tourism industry encompasses all sectors viewed from a managerial perspective.

MASTER OF ARTS (LEISURE STUDIES) (By Thesis or Coursework)

The Master of Arts (Leisure Studies) is an advanced programme of studies which will provide an opportunity for those working in or entering the leisure profession -

in the public, private, voluntary or academic sector - to study the subject in greater depth than has previously been possible in New South Wales.

BACHELOR OF ARTS (LEISURE STUDIES)

Structure of the Programme

The Bachelor of Arts (Leisure Studies) comprises three elements:

1. Social Theory

These subjects are designed to develop in students an understanding of people and their social, political and physical environments. They include:

- Developmental and Educational Psychology
- Microeconomics
- Leisure In Social Context
- Contemporary Management Practices
- Organisation Behaviour

2. Leisure Studies Core

The following subjects provide a common conceptual grounding in theories of leisure and an understanding of the structure and distribution of leisure services:

- Leisure in Australia
- Leisure, Sport & Culture
- Social Psychology of Leisure
- Leisure Theory
- Leisure and Public Policy

The following subjects develop knowledge and skills relevant to the research, planning, analytic and management tasks performed by professionals in the leisure field:

- Leisure Programme Planning
- Information Technology for Leisure and Tourism
- Leisure Research
- Principles of Marketing
- Leisure and Tourism Planning
- Accounting A

The following subjects integrate the theoretical and applied facets of leisure studies:

- Professional Practice I and II
- Contemporary Issues in Leisure

3. Leisure Studies Electives

These subjects are designed to equip students with

specialist knowledge and skills relevant to the diverse leisure industry. Students have a choice of 6 electives.

- Tourism Systems
- Arts and Entertainment Management
- Parks and Natural Areas Management I
- Administration of Australian Sport
- Leisure and Specific Populations
- Tourism Industry
- Parks and Natural Areas Management II
- Human Ecology
- Law for Leisure, Sport and Tourism
- Recreation Facility Design and Management
- Recreation Leadership
- Leisure and Education
- Individual Research Project
- Community Arts
- Sport in Recreation
- Water Based Recreation
- Community Fitness and Lifestyle I and II
- Outdoor Education I and II

For example, students may use their elective options to pursue a sub-major in a separate area of study offered by another Department. Possible areas of study include communication, computing, legal studies, health studies, and others.

Admission Requirements

Admission to the Bachelor of Arts (Leisure Studies) is available to:

- Students who have completed their secondary education in New South Wales and gained the Higher School Certificate, or the equivalent qualification from another state, and
- Mature aged persons where preference will be given to people with vocational experience in recreation or a related field, and
- Graduates from the Associate Diploma (Recreation) with a credit (or equivalent) subject average, who will be granted automatic entry.

Admission with Advanced Standing

An applicant who presents qualifications additional to those required for admission may, under Kuring-gai Campus regulations, be granted Advanced Standing. It is anticipated that applications for Advanced Standing will come from the following sources:

- a) Students who may have completed part or all of an Associate Diploma in Recreation (either at

University of Technology, Sydney (Kuring-gai Campus) or from an interstate college).

- b) Students who have been enrolled in the Associate Diploma programme prior to 1989 and who wish to apply for entry to the degree may expect to be granted status in those units for which there is an equivalent in the revised Associate Diploma programme. Any other subjects will be considered on their merit.
- c) From students who may have completed part of the UG1 degree programme in Recreation at Mitchell C.A.E.
- d) From students who may have completed part of a degree in a related area of study, notably Social Science or Business Studies, or part of a Leisure/Recreation degree offered by an interstate college.
- e) From students who have been employed in the leisure field, either in a formal capacity or by way of voluntary endeavour.

Applications for Advanced Standing are considered individually on their merits and students will be expected to provide supporting documentation. The granting of credit depends upon: the degree of similarity to the nominated University of Technology, Sydney (Kuring-gai Campus) equivalent, the level at which the subject was completed, and the length of time elapsed since completion of the subject.

Attendance Patterns

The Bachelor of Arts (Leisure Studies) is taught on a full-time and part-time basis. The normal time for completion of the requirements is three years (six semesters) or part-time equivalent. In special circumstances the Faculty Board may grant an extension of time to complete. Full-time students should be aware that they will be required to attend evening classes and part-time students may be required to attend day time classes as part of their programme of study.

Workload

All subjects in the Bachelor of Arts (Leisure Studies) specify three hours per week class contact. Such contact involves lectures, tutorials, workshops, seminars or a combination of these. However, the number of weekly hours and the form of class contact may vary.

The total work load per week for each subject is defined in terms of a 'week-hours' weighting which recognises

that class contact is only one part of course work. Each subject is given a 'week hour' weighting of between six and eight hours.

Progression in the Programme

Progression in the programme will be by subject rather than by semester. However, in determining a student's progression, consideration will be given to subject prerequisites or corequisites and the maximum time permitted for the completion of the Bachelor of Arts (Leisure Studies).

Assessment

Assessment is progressive throughout the course. Typical methods would include reports, essays, tutorials, seminar and workshop presentations, resource development and examinations.

Graduation Requirements

In order to qualify for the award of Bachelor of Arts (Leisure Studies) the student must complete 28 subjects, comprising 22 core subjects and 6 elective subjects.

Typical Patterns of Study

The typical pattern of study for a full-time student in the programme is shown below.

BACHELOR OF ARTS (LEISURE STUDIES)

Typical full-time programme

Semester 1

27129	Information Technology for Leisure and Tourism
27127	Leisure in Social Context
27126	Leisure in Australia
E2105	Developmental and Educational Psychology
25110	Microeconomics

Semester 2

24105	Principles of Marketing
27314	Leisure, Sport and Culture
27106	Social Psychology of Leisure
27223	Leisure Program Planning
27510	Professional Practice 1

Semester 3

21130K	Organisational Behaviour
27326	Leisure and Specific Populations
27225	Leisure Research 1
22105K	Accounting 1 Elective
27150	Professional Practice 1

Semester 4

27323	Leisure and Public Policy
27325	Leisure Research II
K36616	Contemporary Management Practice Elective 2 Elective 3

Semester 5

27523	Leisure and Tourism Planning
27526	Leisure Theory
27250	Professional Practice II Elective 4 Elective 5

Semester 6

27606	Contemporary Issues in Leisure
27628	Law for Leisure, Sport & Tourism Elective 6
27250	Professional Practice II (cont)

Typical Part-Time Program

Semester 1

27129	Leisure in Australia
E2105	Developmental and Educational Psychology
27129	Information Technology for Leisure and Tourism

Semester 2

27106	Social Psychology of Leisure
24105	Principles of Marketing

Semester 3

27127	Leisure in Social Context
25110	Microeconomics
21130K	Organisational Behaviour

Semester 4

27314	Leisure, Sport and Culture
27223	Leisure Program Planning
27150	Professional Practice I

Semester 5

27326	Leisure and Specific Populations Elective
27510	Professional Practice I (cont)

Semester 6

27323	Leisure and Public Policy
K36613	Contemporary Management Practice

Semester 7

27225	Leisure Research I
22105K	Accounting A

Semester 8

27325 Leisure Research II
Elective

Semester 9

27523 Leisure and Tourism Planning
27628 Law for Leisure, Sport and Tourism
27250 Professional Practice II

Semester 10

Elective 3
Elective 4
27250 Professional Practice II

Semester 11

27526 Leisure Theory
Elective 5

Semester 12

27606 Contemporary Issues in Leisure
Elective 6

It is anticipated that some part-time students will elect to complete three subjects in most semesters, thereby allowing completion of the course within five years.

BACHELOR OF ARTS (TOURISM MANAGEMENT)

The degree of Bachelor of Arts (Tourism Management) was developed as a result of the tourism industry's demand for trained professionals who understand how to manage within this unique operating environment. An industry consultation committee of tourism industry professionals had input into the development of the programme and its curriculum.

The level of demand within the tourism industry for specialist managers has been heightened by current trends such as:

- the increased industrialisation of tourism in Australia;
- the continuing strong growth in Australian inbound and outbound tourism with significant increases in the supporting infrastructure and superstructure which provides for such growth;
- the expansion of the tourism industry leading to some concentration of large, integrated corporations, creating the need for large numbers of qualified personnel in corporate management positions; and

- increasing interest by all levels of government in policy and planning roles for the development and management of tourism.

All these trends point to a growing demand for trained professional managers to cope with the increasing size, complexity and sophistication of the travel and tourism industry in Australia

Key Aspects of the Degree

The Bachelor of Arts (Tourism Management) is distinctive in five respects:

1. It follows a broad and holistic approach to the study of tourism. Explicit coverage is given to all essential elements of the tourism phenomenon (including those which are non-industrial), and to the environments with which tourism interacts.
2. The programme is inter-disciplinary, making use of systems theory to create a framework for subsequent interdisciplinary description analysis and enquiry.
3. The programme gives full coverage to all of the tourism industry's sectors. The level and breadth of this approach enables students to develop a comprehensive awareness and understanding of tourism system elements and the tourism industry sectors' significant interrelationships. Within this approach, students are free to choose whether or not to specialise in any particular industry sector or other aspect of tourism.
4. The course has a practical hands-on industry operations component. This takes the form of a two-unit module with students choosing either the hospitality operations module or the travel and tourism operations module.
5. It has an industry experience component which includes a minimum 10 weeks of work experience during the course. Students are required to carry out a major industry related management project. These features ensure the programme's tourism industry relevance.

Structure of the Programme

The Bachelor of Arts (Tourism Management) comprises four elements consisting of:

4	Foundation/Contextual Units
9	Tourism Studies Units
11	Professional Skills Units
4	Electives

The specific titles of the subjects in each category are as follows:

1. Foundation/Contextual Units

- Leisure in Australia
- Microeconomics
- Organisation Behaviour
- Social Psychology of Leisure

2. Tourism Studies Units

- Tourism Systems
- The Tourism Industry
- Tourism's Environmental Interactions
- Leisure and Public Policy
- Tourist Behaviour
- Law for Leisure, Sport and Tourism
- Hospitality and Travel and Tourism Operations (2 units)
- Tourism Studies Project

3. Professional Skills Unit

A. Financial Skills

- Accounting A
- Accounting B
- Business Statistics

B. Operational Management Skills

- Contemporary Management Practices
- Tourism Management
- Information Technology for Leisure & Tourism

C. Marketing Skills

- Principles of Marketing
- Tourism Services Marketing

D. Planning/Research Skills

- Leisure Research (full year - 2 units)
- Leisure and Tourism Planning

4. Elective Units

4 electives of the student's choice from the following areas:

- Leisure Planning and the Environment
- Public Relations
- Human Relations
- Communication
- Marketing

In addition to the electives recommended above, subjects from a range of disciplines within the Kuring-gai Campus are available to the student.

Admission Requirements

Admission to the Bachelor of Arts (Tourism Management) is available to:

- Students who have completed their secondary education in New South Wales and gained the Higher School Certificate, or the equivalent qualification from another state, and
- Mature age persons where preference will be given to people with vocational experience in tourism or a related field.

Admission with Advanced Standing

After admission to the School, students may apply to the Faculty Board for advanced standing in subjects in which they consider themselves eligible. Equivalence of subject matter is the main criterion for the award of advanced standing in a unit successfully completed at another institution.

Attendance Patterns

The Bachelor of Arts (Tourism Management) is taught on a full-time basis only. The normal time for completion of requirements is three years.

In special circumstances the Faculty Board may grant an extension of time to complete. Students should be aware that they will be required to attend evening classes as part of their programme of study.

Workload

All subjects in the Bachelor of Arts (Tourism Management) specify three hours per week class contact. Such contact involves lectures, tutorials, workshops, seminars or a combination of these. However, the number of weekly hours and the form of class contact may vary.

The total workload per week unit is defined in terms of a 'week-hours' weighting which recognises that class contact is only one part of course work. Each subject is given a 'week hour' weighting of between six and eight hours.

Progression in the Programme

Progression in the programme will be by subject rather than by semester. However, in determining a student's progression, consideration will be given to unit prerequisites or corequisites and the maximum time permitted for the completion of the Bachelor of Arts (Tourism Management), i.e., 8 semesters.

Assessment

Assessment is progressive throughout the course. Typical methods would include reports, essays, tutorials, seminar and workshop presentations, resource development and examinations.

Graduation Requirements

In order to qualify for the award of Bachelor of Arts (Tourism Management) the student must complete 28 subjects of study including 4 Elective subjects.

In addition, students will be required to undertake a minimum of 10 weeks industry related work experience during the course. The normal time for completion of the above requirements is 6 semesters (3 years) full-time.

Typical Pattern of Study

The typical pattern of study for a full-time student in the programme is shown below.

**BACHELOR OF ARTS
(TOURISM MANAGEMENT)****Typical Full-time programme****Semester 1**

27128	Tourism Systems
27126	Leisure in Australia
27129	Information Technology for Leisure and Tourism
25110	Microeconomics
22105K	Accounting A

Semester 2

27648	The Tourism Industry
27632	Tourist Behaviour
24105	Principles of Marketing
26122K	Business Statistics
22205K	Accounting B

Semester 3

27327	Tourism's Environmental Interactions
27644/54	Hospitality Operations 1 and 2 OR
27643/53	Travel and Tourism Operations 1 and 2
27225	Leisure Research I
21130K	Organisational Behaviour

Semester 4

27642	Tourism Services Marketing
27325	Leisure Research II
27323	Leisure and public policy
K36613	Contemporary Management Practices Elective 1

Semester 5

27631	Tourism Management
27523	Leisure and Tourism Planning
27527	Tourism Studies Project Elective 2

Semester 6

27631	Tourism Studies Project (continued)
27628	Law for Leisure, Sport and Tourism Elective 3 Elective 4

**BACHELOR OF ARTS (HUMAN
MOVEMENT STUDIES)**

The degree of Bachelor of Arts (Human Movement Studies) was developed as a result of the significant changes worldwide in the physical education/sports studies/human movement field. Some of these changes are also evident in Australia there being evidence of:

- significant and increasing demand for healthy lifestyle, fitness and sports programmes throughout the community;
- increasing levels of economic investment and public sector expenditure on health, sport and fitness;
- increasing employment opportunities in the health, sport and fitness industries;
- increasing demand for health, sport and fitness professionals with appropriate management and planning qualifications;
- increasing awareness of the need to provide for the health, fitness and sport requirements of special populations in the community, and
- increasing scholarly attention to the field of Human Movement Studies.

Key Aspects of the Degree

1. The programme not only provides a substantial academic and professional grounding in human movement, but it also allows students to focus on a particular aspect of the field through specialisations in human movement science, fitness education, sports management, outdoor education, coaching education and dance education.
2. The programme represents a professional preparation model that combines a substantial programme in Human Movement Studies with training in sophisticated management and planning strategies relevant to the leisure context.

Structure of the Programme

The Bachelor of Arts (Human Movement Studies) comprises:

5	Preparatory Studies
12	Human Movement Studies
7	Leisure Management and Planning Studies
4	Electives
28	Total

Preparatory Studies

- Leisure in Australia
- Leisure Sport and Culture
- Chemistry
- Human Biology
- Human Physiology

Human Movement Studies

- Functional Anatomy
- Performance Studies 1
- Performance Studies 2
- Performance Studies 3
- Performance Studies 4
- Performance Studies 5
- Kinesiology
- Motor Learning and Control
- Mechanics of Human Motion
- Physiological Efficiency of Human Movement
- Measurement and Development of Physical Ability
- Biochemical Efficiency of Human Movement

Contextual Studies

- Information Technology for Leisure and Tourism
- Leisure and Programme Planning
- Social Psychology of Leisure
- Professional Practice 1
- Professional Practice 2
- Leisure Research 1
- Leisure Research 2

Electives

- Electives 1-4 (to be chosen from A elective Stream)

Sports Management Major

- Organisational Behaviour
- Principles of Marketing
- Accounting A
- Administration of Australian Sport

Electives

- Electives 1-4 (to be chosen from elective stream)

Admission Requirements

Admission to the Bachelor of Arts (Human Movement Studies) is available to:

- Students who have completed their secondary education in New South Wales and gained the Higher School Certificate, or the equivalent qualification from another state, and
- Mature age persons where preference will be given to people with vocational experience in the broad human movement field.

Admission with Advanced Standing

After admission to the School, students may apply to the Faculty Board for Advanced Standing in subjects in which they consider themselves eligible. Equivalence of subject matter is the main criterion for the award of Advanced Standing in a subject successfully completed at another institution.

Attendance Patterns

The Bachelor of Arts (Human Movement Studies) is taught on a full-time basis only. The normal time for completion of requirements is three years.

In special circumstances the Faculty Board may grant an extension of time to complete. Students should be aware that they will be required to attend evening classes as part of their programme of study.

Workload

All subjects in the Bachelor of Arts (Human Movement Studies) specify three hours per week class contact. Such contact involves lectures, tutorials, workshops, seminars or a combination of these. However, the number of weekly hours and the form of class contact may vary.

The total workload per week subject is defined in terms of a 'week hours' weighting which recognises that class contact is only one part of course work. Each subject is given a 'week hour' weighting of between six and eight hours.

Progression in the Programme

Progression in the programme will be by subject rather than by semester. However, in determining a student's progression, consideration will be given to subject prerequisites or corequisites and the maximum time permitted for the completion of the Bachelor of Arts (Human Movement Studies), i.e. 8 semesters.

Assessment

Assessment is progressive throughout the course.

Typical methods would include reports, essays, tutorials, seminar and workshop presentations, resource development and examinations.

Graduation Requirements

In order to qualify for the award of Bachelor of Arts (Human Movement Studies) the student must complete 28 subjects comprising 22 core subjects and 4 elective subjects. The normal time for completion of the above is 6 semesters (3 years) full-time.

Typical Pattern of Study

The typical pattern of study for a full-time student in the programme is shown below:

BACHELOR OF ARTS (HUMAN MOVEMENT STUDIES)

Typical full-time programme

Semester 1

27129	Information Technology for Leisure and Tourism
27126	Leisure in Australia
27149	Performance Studies 1
E8546	Chemistry
27125	Functional Anatomy

Semester 2

27106	Social Psychology of Leisure
27314	Leisure, Sport and Culture
E8137	Human Biology
27150	Professional Practice 1
27223	Leisure Programme Planning

Semester 3

27316	Kinesiology
E8203	Human Physiology
27225	Leisure Research 1
27611	Measurement and Development of Physical Ability
27249	Performance Studies 2
27150	Professional Practice 1 (cont)

Semester 4

27223	Mechanics of Human Motion
27235	Leisure Research 2
27330	Physiological Efficiency of Human Movement
27349	Performance Studies 3
	Elective

Semester 5

Kinesiology Major

27250	Professional Practice 2
27331	Motor Learning and Control
	Elective
27449	Performance Studies 4

Semester 6

27508	Biomechanical Efficiency of Human Movement
	Elective
	Elective
27549	Performance Studies 5

Sports Management Major

Semester 5

27250	Professional Practice 2
22105K	Accounting A
	Elective
21130K	Organisational Behaviour

Semester 6

27307	Administration of Australian Sport
	Elective
	Elective
24105	Principles of Marketing

A. Elective Stream; 4 of:

Principles of Marketing
 Administration of Australian Sport
 Recreational Facility Design and Management
 Organisational Behaviour
 Environmental Influences in Physical Training
 Analytical Procedures in Fitness Assessment
 Sport Psychology
 Prevention and Care of Sports Injuries
 Outdoor Education 1
 Outdoor Education 2
 Recreation Leadership
 Water Based Recreation
 Any 4 of Health Studies I-IV

B. Elective Stream; 4 of:

Sport Psychology
 Leisure and Public Policy
 Leisure and Tourism Planning
 Recreation Facility Design and Management
 Law for Leisure Sport and Tourism
 Contemporary Management Practice
 Introduction to Public Relations
 Accounting B

BACHELOR OF ARTS (HUMAN MOVEMENT STUDIES) DIPLOMA OF EDUCATION

The degree of Bachelor of Arts (Human Movement Studies) Diploma of Education was developed as a result of the significant changes worldwide in the physical education field. Some of these changes are apparent in Australia there being evidence of:

- significant broadening of the Physical Education curriculum base to include health, leisure and fitness education;
- an increasing number of upper secondary programmes in Human Movement Studies;
- increasing demand for teachers with planning and management expertise;
- increasing utilisation of school facilities for after-hours community use, particularly for health, sport and fitness activities;
- increasing sophistication of school sport programmes;
- increasing need to provide for the health, fitness and sport requirements of special populations in the education sector, and
- increasing demand for secondary teachers with more than one teaching specialisation.

Key Aspects of the Degree

1. The programme not only provides a substantial academic and professional grounding in human movement, but it also allows students to focus on a particular aspect of the field through specialisations in human movement science, fitness education, sports management, outdoor education, health education, dance education, special education, and various curriculum areas in secondary education.

2. The programme represents a professional preparation model that combines a substantial programme in Human Movement Studies with training in sophisticated management and planning strategies relevant to the leisure and education contexts.

Structure of the Programme

The Bachelor of Arts (Human Movement Studies) Diploma of Education comprises the typical structure of the Bachelor of Arts (Human Studies) plus the curriculum education and elective studies subjects offered in the Dip.Ed.

Preparatory Studies

These subjects have been chosen to provide foundation knowledge in the behavioural and biological sciences relative to human movement and to establish a base for the study of leisure service management and planning.

- Developmental and Educational Psychology
- Human Biology
- Chemistry 1
- Leisure Programme Planning
- Leisure in Australia

Human Movement Studies

The following subjects provide discipline and applied content in Human Movement Studies:

- Human Physiology
- Functional Anatomy
- Mechanics of Human Motion
- Kinesiology
- Physiological Efficiency of Human Motion
- Performance Studies (5 of 6 - further such studies may be undertaken as electives)
- Professional Practice 1

Leisure Management and Planning Studies

The following subjects seek to develop knowledge and skills relevant to specialist leisure management and planning tasks:

- Social Psychology of Leisure
- Information Technology for Leisure and Tourism
- Organisation Behaviour
- Leisure Research 1 and 2
- Leisure and Public Policy
- Leisure and Tourism Planning
- Accounting A
- Leisure, Sport and Culture

Education Studies

These subjects seek to develop knowledge and skills relevant to the teaching of human movement in the education sector:

- Curriculum Physical Education 1A
- Curriculum Physical Education 1B
- Curriculum Physical Education 1C
- Practicum 1 and 2
- Health Education 1
- Social Bases of Education
- Philosophical Bases and Secondary Education
- Curriculum Development

Electives

Students will be required to choose 5 electives from the following subjects:

- All those electives listed for the B.A. (Human Movement Studies)
- Mathematics 1-3*
- Science 1-3*
- English 1-3*
- History 1-3*
- Elective subjects from other programmes in the University

* Students electing to develop a second teaching

subject require an additional 2 methods of teaching subjects. Students not wishing to develop a second teaching subject require 4 electives plus Contemporary Management Practice.

Admission Requirements

Admission to the Bachelor of Arts (Human Movement Studies) Diploma of Education is available to:

- Students who have completed their secondary education in New South Wales and gained the Higher School Certificate, or the equivalent qualification from another state, and
- mature age persons where preference will be given to people with vocational experience in the broad human movement field.

Admission with Advanced Standing

After admission to the School, students may apply to the Faculty Board for Advanced Standing in subjects in which they consider themselves eligible. Equivalence of subject matter is the main criterion for the award of Advanced Standing in a subject successfully completed at another institution.

Attendance Patterns

The Bachelor of Arts (Human Movement Studies) Diploma of Education is taught on a full-time basis only. The normal time for completion of requirements is three years.

In special circumstances the Faculty Board may grant an extension of time to complete. Students should be aware that they will be required to attend evening classes as part of their programme of study.

Workload

All subjects in the Bachelor of Arts (Human Movement Studies) Diploma of Education specify three hours per week class contact. Such contact involves lectures, tutorials, workshops, seminars or a combination of these. However, the number of weekly hours and the form of class contact may vary.

The total workload per week unit is defined in terms of a 'week hours' weighting which recognises that class contact is only one part of course work. Each unit is given a 'week hour' weighting of between six and eight hours.

Progression in the programme

Progression in the programme will be by subject rather than by semester. However, in determining a student's progression, consideration will be given to subject

prerequisites or corequisites and the maximum time permitted for the completion of the Bachelor of Arts (Human Movement Studies) Diploma of Education, i.e. 10 semesters.

Assessment

Assessment is progressive throughout the course. Typical methods would include reports, essays, tutorials, seminar and workshop presentations, resource development and examinations.

Graduation Requirements

In order to qualify for the award of Bachelor of Arts (Human Movement Studies) Diploma of Education the student must complete 40 units of study comprising 6 Preparatory Studies units, 11 Human Movement Studies units, 9 Leisure Management and Planning Studies units, 9 Education Studies units and 5 Elective units. The normal time for completion of the above is 8 semesters (4 years) full-time.

Typical Pattern of Study

The typical pattern of study for a full-time student in the programme is shown below:

BACHELOR OF ARTS (HUMAN MOVEMENT STUDIES) DIPLOMA OF EDUCATION

Typical full-time programme

Semester 1

27129	Information Technology for Leisure and Tourism
27126	Leisure in Australia
22149	Performance Studies 1
E8546	Chemistry
27125	Functional Anatomy

Semester 2

27106	Social Psychology of Leisure
27314	Leisure, Sport and Culture
E8137	Human Biology
27150	Professional Practice 1
27223	Leisure Programme Planning

Semester 3

27310	Kinesiology
E8203	Human Physiology
27225	Leisure Research 1
27611	Measurement and Development of Physical Ability
27249	Performance Studies 2
27150	Professional Practice 1 (continued)

Semester 4

- 27223 Mechanics of Human Motion
 27325 Leisure Research 2
 27330 Physiological Efficiency of Human Movement
 27349 Performance Studies 3
 Elective

Semester 5**Kinesiology Major**

- 27250 Professional Practice 2
 27331 Motor Learning and Control
 Elective
 27449 Performance Studies 4

Sports Management Major

- 27250 Professional Practice 2
 22105K Accounting A
 Elective
 21130K Organisational Behaviour

Semester 6**Kinesiology Major**

- 27508 Biomechanical Efficiency of Human Movement
 Elective
 Elective
 27549 Performance Studies 5

Sports Management Major

- 27307 Administration of Australian Sport
 Elective
 Elective
 24105 Principles of Marketing

A. Elective Stream; 4 of:

- Principles of Marketing
 Administration of Australian Sport
 Recreational Facility Design and Management
 Organisational Behaviour
 Environmental Influences in Physical Training
 Analytical Procedures in Fitness Assessment
 Sport Psychology
 Prevention and Care of Sports Injuries
 Outdoor Education 1
 Outdoor Education 2
 Recreation Leadership
 Water Based Recreation
 Any 4 of Health Studies I-IV

B. Elective Stream; 4 of:

- Sport Psychology
 Leisure and Public Policy
 Leisure and Tourism Planning
 Recreational Facility Design and Management
 Law for Leisure Sport and Tourism
 Contemporary Management Practice

- Introduction to Public Relations
 Accounting B

Semester 7

- 12803 Philosophical Bases of Secondary Education
 Elective
 14115 Health Education
 17434 Curriculum Physical Education IC
 Practicum 2 15 days*

Semester 8

- 12965 Curriculum Development
 12802 Sociological Bases of Secondary Education
 Elective
 Elective
 Practicum 2 15 days*

* Subject to change.

BACHELOR OF ARTS (HONOURS) (LEISURE STUDIES)

This is a one year full-time or two year part-time extension to the BA (Leisure Studies). The programme comprises three course work subjects and a major thesis. It is designed to provide students with the resources to further develop and apply their research skills, and to pursue special areas of interest in much greater depth than is possible in either the undergraduate degree or the more professionally oriented Graduate Diploma courses offered by UTS (Kuring-gai). The Honours award also provides successful candidates with direct access to the MA (Leisure Studies) at UTS (Kuring-gai) and more ready (if not direct) access to Masters programmes in allied areas such as environmental studies, social welfare or planning.

Aims

1. To develop, at an advanced undergraduate level, knowledge of the phenomenon of leisure through the medium of research.
2. To facilitate the completion of a substantive research thesis which focuses around theory, applied/professional issues or some combination of these.
3. To provide a pathway of direct entry to the MA (Leisure Studies).
4. To make contributions to knowledge in the field of leisure studies.

Admission Requirements and Procedures

Admission to the Honours course is open to students who have successfully completed the BA (Leisure Studies) at UTS (Kuring-gai) and who have satisfied the following criteria:

1. Maintained a credit average or better in the final two full-time semesters.
2. Candidates for admission would also be encouraged to complete the BA (Leisure Studies) subject, Leisure Studies Special Project (51620).

Entry to the BA (Honours) via Professional Experience

In exceptional cases consideration will be given to applicants who have completed the Kuring-gai BA (Leisure Studies) pass degree. These applicants may, within a period of three calendar years from their graduation, apply for admission to the Honours course. In such cases where applicants may not fully have met criteria listed above, *outstanding professional achievements* will be taken into account. Each particular application in this category will be considered on its merits.

Application Procedure

Applications will be called for from among existing BA (Leisure Studies) students during the first semester of each year. Students who are in their penultimate semester and who consider that they can meet the entry requirements, are eligible to apply.

Applications are to be made in writing to the Administrative Assistant in the School of Leisure and Tourism Studies.

Each applicant is, at the time of application, to indicate a tentative area of thesis research. The area indicated should coincide with the current areas of staff expertise. A list of these areas will be made available to students who wish to apply.

Places will be offered tentatively during the second semester of the year and these will be confirmed pending the maintenance of a high credit average.

The application procedures may be modified from time to time in accord with the admission procedures of the School.

Admission Decision Procedures

Decisions regarding admission will be made by a committee comprised of the Head of School, Honours Course Co-ordinator (Convenor) and the BA (Leisure Studies) Co-ordinator. A tentative offer of a place will be communicated to applicants within a reasonable period after written applications have been received. Firm offers of places will be communicated to successful applicants after final exam results become available.

The admissions committee will also decide upon any applications received from former graduates who are applying following a period of professional work.

Course Structure and Curriculum

The Honours component of the BA (Leisure Studies) will normally be completed in one year's full-time or two year's part-time study. Except under special circumstances, students may not extend their candidature beyond twice the normal period for completion.

Course Requirements

To qualify for the Award, candidates must successfully complete 30 semester hours* as follows:

1. Honours Research Seminar, 3 semester hours.
2. Two elective subjects chosen from subjects available in the Graduate Diplomas in Leisure Studies, Tourism Management or other approved 3 semester hour subjects.

Both elective subjects may be completed in the first semester or they may be taken in separate semesters.

In special cases, a reading unit may be substituted for one of the taught elective subjects.

The precise nature of each student's programme will be determined in consultation with the Honours Course Co-ordinator. The aim will be to choose those subjects which will facilitate completion of the Honours Research Thesis.

3. 7 x 3 semester hour Honours Thesis Subjects (total of 21 semester hours).

* 1 semester hour equals one hour of class contact (or equivalent) over one semester.

Classes of Honours to be Awarded

Three classes of Honours will be awarded: Class 1; Class 2 in two divisions 1 and 2; and Class 3.

Typical Pattern of Study

The typical pattern of study for a full-time student in the programme is shown below:

BACHELOR OF ARTS (HONOURS) (LEISURE STUDIES)

A typical full-time programme

Semester	Subject	Semester Hours
I	Honours Research Seminar	3
	Elective 1	3
	Honours Thesis	9
II	Elective 2	3
	Honours Thesis	<u>12</u>
		30

A typical part-time programme

Semester	Subject	Semester Hours
I	Honours Research Seminar	3
	Elective 1	3
II	Elective 2	3
	Honours Thesis	3
III	Honours Thesis	9
IV	Honours Thesis	<u>9</u>
		30

GRADUATE DIPLOMA IN ARTS MANAGEMENT

The Graduate Diploma in Arts Management is a two year part-time course offered with the support of the National Arts Industry Training Council. It is an intensive course designed primarily for administrators who have experience in arts industries and are seeking professional management training. The emphasis of the course is on management skills applied in a cultural context.

The programme adopts a wide definition of the arts and addresses the training needs of cultural workers across

theatre, film, music, galleries, museums, and funding bodies and regional arts centres.

The programme takes an inter-disciplinary approach drawing from established disciplines (such as cultural studies and sociology) and areas of professional studies (such as marketing, law and management).

The programme is offered in conjunction with the Graduate Diploma in Tourism Management, the Graduate Diploma in Leisure Studies and the Master of Arts (Leisure Studies).

Objectives

The objectives of the programme are:

1. To provide an understanding of the role and function of the arts in Australia as they are shaped by historical, economic, social and political forces.
2. To develop skills in management and cultural programming for those who are employed in or wish to enter the field of arts management.
3. To combine practical skills in management with the ability to research and think critically about arts organisations and planning.

Structure of the Programme

The Graduate Diploma in Arts Management requires the student to complete a programme of eight semester subjects of which six are compulsory and two are electives.

The Compulsory Subjects are:

- The Arts Environment in Australia
- Accounting and Financial Management
- Law and the Arts
- Arts Organisations and Management
- Marketing for the Arts
- Arts Management Research Project

The Elective Subjects are:

The elective subjects fall into two categories: professional management studies or applied cultural studies. Students can elect to specialise in one of these areas or select from both categories.

a) *Electives in Management Studies*

- Publicity and Public Relations
- Small Business Management
- Organisation Structure and Change
- Managing Communication
- Intellectual Property and Copyright
- Management Information Systems
- Employee Relations Administration

b) *Electives in Cultural Studies*

- Popular Culture*
- Cultural Tourism*
- Leisure and Public Policy*
- Artefacts, Museums and History
- Cultural Planning and Programming*
- Community Arts Management*
- Material Culture

These are a small sample of available electives. Students may choose subjects from graduate programmes offered across the University. The asterisked electives are offered within the School of Leisure and Tourism Studies. The others came from various faculties including Business and Social Sciences. By negotiation, students may undertake approved subjects offered by other universities.

Admission Requirements

You are eligible for admission to the Graduate Diploma in Arts Management if you have a degree or equivalent award and administration or management experience in the arts or a related industry. You are also eligible if you have extensive management experience and wish to make a definite career change into arts administration. A limited number of places are reserved for persons without a degree or equivalent award but who have considerable experience in arts management. Such persons are admitted to the course on a probationary basis for one semester. Applicants may be required to attend an interview prior to an offer of entry being made.

Admission with Advanced Standing

Should study of one or more subjects in the programme involve duplication of previous graduate-level study, the student may apply to the Faculty Board for advanced standing in those subjects. Regardless of the advanced standing granted, it is expected that all students, except those transferring directly from an equivalent post-graduate course, will undertake course work of 1200 semester hours in order to qualify for the award of the Graduate Diploma. Thus the granting of advanced standing simply allows the students to expand the number of elective subjects taken.

Attendance Patterns

The Graduate Diploma in Arts Management is only available on a part-time basis. This involves students studying two subjects each semester over two years. This involves six hours of class contact during teaching weeks and a total workload of approximately 20 hours per week during each semester.

Workload

The award of the Graduate Diploma in Arts Management requires the satisfactory completion of a programme comprising a minimum of 1200 hours of course work. These hours of course work are referred to as either semester hours (the hours of work required in a subject during the semester) or as week hours (the hours of work required in a subject each week). In both cases the number of hours is a total of the time spent in formal class contact and the additional hours required for reading, assignments and other course work.

Most subjects are comprised of 150 semester hours. A 150 hour subject involves 45 hours per semester of classroom instruction and a further 105 hours per semester of course related work. Expressed as week hours this would be 3 hours per week of classroom instruction and a further 6 hours per week of course related work. The detailed subject outlines in the back of the Faculty Handbook provides workload information in week hours.

Subjects offered outside the School of Leisure and Tourism Studies are normally 100 hour subjects.

Applied Studies is a flexible subject which may be taken for 50, 100 or 150 hours.

Graduation Requirements

i) In order to qualify for the award of Graduate Diploma in Arts Management a student must complete a programme of at least 1200 semester hours, unless substitutions permitted as defined in ii) below.

ii) Students may be permitted to substitute other subjects offered in the University for those in the defined programme where duplication of previous studies would result from following the normally prescribed programme. Each case will be considered on its merits.

iii) A student who fails a subject must repeat it in a later semester or take another subject in its place where this is permitted.

iv) The normal time for the completion of the Graduate Diploma in Arts Management will be four semesters (part-time). However the Graduate Diploma may be awarded to students who complete the requirements in six semesters. In special circumstances the Faculty Board may grant an extension beyond this time, or may permit students to complete their programmes in less than the normal time.

Typical Patterns of Study

A typical pattern of study is shown below:

GRADUATE DIPLOMA IN ARTS MANAGEMENT

Typical part-time programme

Semester	Number	Subject	Hours
I	51753	The Arts Environment in Australia*	150
	51751	Accounting and Financial Management*	150
II	51756	Law and the Arts*	150
	51755	Arts Organisations and Management*	150
III	51752	Marketing for the Arts*	150
	51707	Leisure and Tourism Research**	150
IV	51754	Arts Management Research Project*	150
	51811	Cultural Tourism**	150
Total Hours			1200

* indicates a core subject.

** indicates an elective subject. Elective subjects may be chosen from the Leisure Studies area or from other faculties in the University or, by negotiation, from other universities.

GRADUATE DIPLOMA IN LEISURE STUDIES

The Graduate Diploma in Leisure Studies is an intensive programme of study inquiring into leisure as an important element of society. It was introduced in 1983 to meet a growing demand in government commercial and community organisations for professional personnel able to respond effectively to developments in the growing fields of leisure and recreation.

The programme is informed by the body of knowledge in the emerging area of leisure studies, a multi-disciplinary field of studies drawing from established disciplines

(such as sociology and economics) and areas of professional studies (such as marketing and planning).

The programme is offered in conjunction with the Graduate Diploma in Tourism Management and there are linkages between the two in certain subject areas.

Objectives

The objectives of the programme are:

- To provide an informed theoretical knowledge of leisure as it is located in political, economic and cultural contexts.
- To develop skills for the analysis of leisure related phenomena. These skills are in areas such as research, planning, marketing, policy and economic analysis.
- To provide the knowledge and skills to work effectively within existing organisations and towards changing organisations where change is considered necessary in the interests of equality and effectiveness of service delivery.

Structure of the Programme

The Graduate Diploma in Leisure Studies requires a pattern of study selected from the following subjects:

1. *Leisure Studies Core (compulsory subjects)*

- Leisure Theory
- Leisure and Tourism Research
- Leisure and Tourism Organisation and Policy
- Economics of Leisure and Tourism
- Leisure Studies Project

2. *Electives*

- a) Electives in Leisure Studies
- Tourism and Leisure Marketing
 - Popular Culture
 - Cultural Tourism
 - Leisure and Tourism Planning
 - Applied Studies

OR

- b) Electives from other Departments
- Communication Studies
 - Administrative Social and Political Studies
 - Computing Studies
 - Economics
 - Financial and Quantitative Studies
 - Teacher Education

OR

c) Electives from the Graduate Diploma in Tourism Management and Graduate Diploma in Arts Management

- see the description of this programme in this section of the Calendar

OR

d) Electives from other tertiary institutions

- by negotiation students may undertake approved units offered by other colleges and universities.

Admission Requirements

Applicants should hold a degree or equivalent award as a prerequisite for admission to the programme. Some experience in the administration, organisation, or delivery of leisure related services is desirable. A limited number of places are reserved for persons without a degree or equivalent award but who have considerable experience in the management, planning, or delivery of leisure services. Such persons are admitted to the course on a probationary basis for the first two semesters. Applicants may be required to attend an interview prior to an offer of entry being made.

Admission with Advanced Standing

Should study of one or more of the subjects in the programme involve duplication of previous graduate-level study, the student may apply to the Faculty Board for Advanced Standing in those subjects. Regardless of the advanced standing granted, it is expected that all students, except those transferring directly from an equivalent postgraduate course, will undertake course work of 1200 semester hours in order to qualify for the award of the graduate diploma. Thus, the granting of Advanced Standing simply allows students to expand the number of elective subjects taken.

Attendance Patterns

The Graduate Diploma in Leisure Studies begins in February each year.

Students undertaking the full-time programme will usually study four subjects each semester and, under normal circumstances, complete the programme in one year. This involves twelve hours of class contact during teaching weeks and a total workload of approximately 40 hours per week during each semester.

Students undertaking the part-time programme will usually study 2 subjects each semester and under normal

circumstances, complete the programme in two years. This involves six hours of class contact during teaching weeks and a total workload of approximately 20 hours per week during each semester.

Workload

The award of the Graduate Diploma in Leisure Studies requires the satisfactory completion of a programme comprising a minimum of 1200 hours of course work. These hours of course work are referred to as either semester hours (the hours of work required in a subject during the semester), or as week hours (the hours of work required in a subject each week). In both cases the number of hours is a total of the time spent in formal class contact and the additional hours required for reading, assignments and other course related work.

Most subjects are comprised of 150 semester hours. A 150 hour subject involves 45 hours per semester of classroom instruction and a further 105 hours per semester of course related work. Expressed as week hours this would be 3 hours per week of classroom instruction and a further 6 hours per week of course related work. The detailed subject outlines in the back of the Calendar provide workload information in week hours.

Subjects offered outside the Department of Leisure Studies are normally 100 hour units.

Applied Studies is a flexible subject which may be taken for 50, 100 or 150 hours.

Progression in the Programme

Progress in the programme will be by subject, rather than semester. Prerequisites and corequisites will be specified for some subjects and will govern entry to those subjects. Specific regulations governing students' progression, particularly in relation to maximum time for programme completion and the granting of 'exemptions' or 'advanced standing' will be determined by the Faculty Board.

Graduation Requirements

i) In order to qualify for the award of the Graduate Diploma in Leisure Studies a student must complete a programme of at least 1200 semester hours, unless exemptions are granted or substitutions permitted as defined in (ii) and (iii) below.

ii) Credit for relevant studies completed at the post-graduate level in other institutions may be granted by the Faculty Board up to a maximum of three subjects. Each case will be considered on its own merits, normally on a subject by subject basis.

iii) Students may be permitted to substitute other subjects offered in the Kuring-gai Campus for those in the defined programme where duplication of previous studies would result from following the normally prescribed programme. Each case will be considered on its merits and on a subject by subject basis.

iv) A student who fails a subject must repeat it in a later semester or take another subject in its place where this is permitted.

v) A student who fails a subject in a sequence in which its passing is a prerequisite of the next subject in the sequence must repeat the subject failed before taking the next subject in the sequence.

vi) The normal time for the completion of all the requirements of the Graduate Diploma will be two semesters (full-time) or four semesters (part-time). However, the Graduate Diploma may be awarded to students who complete the requirements in six semesters (part-time). In special circumstances the Faculty Board may grant an extension beyond these times, or may permit students to complete their programmes in less than the normal time.

vii) In special cases and with the approval of the Course Co-ordinator a student may take up to two upper level undergraduate subjects as electives in the Graduate Diploma. Such subjects will normally require additional pieces of assessment over and above those that apply at the undergraduate level.

Typical Pattern of Study

Typical patterns of study for full-time and part-time students are shown on the following pages.

GRADUATE DIPLOMA IN LEISURE STUDIES

Typical full-time programme

Semester	Number	Subject	Hours
I	51712	Leisure Theory*	150
	51709	Leisure and Tourism Organisation & Policy*	150
	51707	Leisure and Tourism Research*	150
	51711	Leisure and Tourism Planning**	150
II	51704	Economics of Leisure & Tourism*	150

51809	Leisure Studies Project	150
51710	Popular Culture**	150
11810	Publicity and Public Relations**	100
51915	Applied Studies A**	50
Total hours		<u>1200</u>

*indicates a compulsory core subject.

**indicates an elective subject. Elective subjects may be chosen from the Leisure Studies area, from the Graduate Diploma in Tourism Management, from other Kuring-gai Campus departments or, by negotiation, from other colleges or universities.

GRADUATE DIPLOMA IN LEISURE STUDIES

Typical part-time programme

Semester	Number	Subject	Hours
I	51712	Leisure Theory*	150
	51709	Leisure and Tourism Organisation & Policy.	150
II	51704	Economics of Leisure & Tourism*	150
	51710	Popular Culture**	150
III	51707	Leisure and Tourism Research*	150
	51711	Leisure and Tourism Planning**	150
IV	51809	Leisure Studies Project*	150
	51804	Tourism and Leisure Marketing*	150
Total hours		<u>1200</u>	

*indicates a compulsory core subject

**indicates an elective subject. Elective subjects may be chosen from the Leisure Studies area, from the Graduate Diploma in Tourism Management, from other Kuring-gai Campus departments or, by negotiation, from other colleges or universities.

GRADUATE DIPLOMA IN TOURISM MANAGEMENT

The Graduate Diploma in Tourism Management is an advanced and intensive course designed to provide the

necessary knowledge and skills for graduates seeking or pursuing management careers in the tourism industry.

The course was developed, in close conjunction with senior managers in the Australian tourism industry, to help meet the growing need in public and private sector firms and organisations for highly skilled, practical managers who also have a detailed knowledge and understanding of tourism systems and their operating environments.

The School of Leisure and Tourism Studies is a Member of the Australian Tourism Industry Association, the Australian Federation of Travel Agents, and the Pacific Asia Travel Association. Its courses are recognised by these organisations, and by the National Tourism Industry Training Committee.

Objectives

The course aims to develop knowledge of relevant theory and the practical skills necessary to successfully plan, organise and manage the production and marketing of tourism services and goods.

The Graduate Diploma's approach to tourism management studies is distinctive among tourism courses in Australia. Rather than focusing on a single industry sector such as hospitality services, the course systematically covers the full range of elements associated with the tourism phenomenon. It also highlights how critically important it is for effective senior managers in the tourism industry to understand the interrelationships among these elements.

Throughout the course, heavy emphasis is placed on acquisition of strategic planning skills for tourism development, management and marketing. These skills are critical to survival in a dynamic industry operating in an often volatile environment.

Structure of the Programme

The course requires completion of a programme of eight semester subjects, of which five are compulsory, and three are elective. Its design allows a choice of a **generalist** programme, or a **specialisation** (via elective subjects and project topics) in a tourism industry sector and/or a functional aspect of management.

Compulsory Subjects

The initial compulsory subjects are designed to provide a conceptual base formed of tourism theories, and a knowledge and understanding of the structures, functions and operation of tourism systems and the tourism industry. They also include selected applied professional

studies which are designed to provide the knowledge and skills necessary for research, analysis, planning, development, operations, management, and marketing in the tourism industry. The subjects are:

- Tourism Systems
- The Travel and Tourism Industry
- Tourism and Leisure Research
- Tourism Marketing
- Tourism Management

Elective Subjects

Everyone entering the course will be able to select at **least three** elective subjects.

In cases where a student's academic background is such that undertaking one or more subjects in the prescribed programme would involve duplicating previous studies, they can be granted approval to undertake an expanded range of electives as an alternative to the prescribed subjects. Elective subjects within the tourism/leisure field include:

- Economics of Tourism and Leisure
- Travel and Tourism Law
- Tourism and Leisure Planning
- Accounting, Finance and Management
- Tourism Management Project
- Cultural Tourism
- Leisure Theory
- Information Management in Tourism

Alternatively, students may elect to take other approved subjects offered by the teaching Schools and Faculties in UTS.

OR, by negotiation, students can undertake certain subjects offered by Macquarie University or Lincoln College, Canterbury, New Zealand.

Admission Requirements

- Applicants should hold a recognised degree or equivalent award and have some experience in the planning, management or operation of a tourism industry or allied firm or organisation, or have a definite intention to seek a management career in the tourism industry or allied field.

- Applicants who have a degree, but no relevant experience, should be prepared to submit a statement which makes clear their reasons for seeking to undertake the course.

- Applicants who hold a relevant TAFE diploma will be eligible for admission if they can demonstrate a record of career progress based in part on their TAFE qualifications.

- Applicants with no recognised degree or equivalent award, but with significant experience and a record of progress in the tourism industry, or an allied field, can also apply and will be considered for entry.

- If necessary, prospective entrants will be interviewed to aid the selection process.

Course Duration, Attendance and Programme Commitment

The course is offered as a full-time programme over one year, and as a part-time programme over two years. The course operates over two semesters per year. First semester runs from early March to late June. Second semester runs from late July to late November.

Students undertaking the **full-time programme** study four subjects each semester and complete the course in one year. This involves 12 hours of class contact during teaching weeks, and a **total workload** (including class contact) of **35-40 hours per week during each semester**. Students undertaking the **part-time programme** study two subjects each semester and complete the course in two years. This involves 6 hours of class contact during teaching weeks, and a **total workload** (including class contact) of **18-20 hours per week during each semester**.

Most classes in the Graduate Diploma in Tourism Management are currently offered on Tuesdays and Thursdays between 2.00pm and 9.00pm, with part-time students having to attend classes on only one of those days per week. However, it should be noted that, in many cases, electives taught by other Schools are offered on other days.

Progression in the Programme

Progress in the programme will be by completed subject rather than by semester. Prerequisites and corequisites will be specified for some units and will govern entry to those subjects.

Each student is required to complete each course subject to the satisfaction of the lecturer concerned and to achieve this must complete all prescribed work, assignments and examinations.

Specific regulations governing maximum time for completion, the issuing of advanced standing, and the

granting of exemptions are determined by the Faculty Board.

Graduation Requirements

i) To qualify for the Graduate Diploma in Tourism Management a student must complete a defined programme totalling 1200 semester hours, unless exemptions are granted or substitutions permitted as defined in (ii) and (iii) below.

ii) Credit for relevant studies completed at **graduate level** in other institutions may be granted by the Faculty Board up to an equivalent of two 150 semester hour subjects. Each case will be considered on its own merits, normally on a subject by subject basis.

iii) Students may be permitted to substitute other subjects offered at the University of Technology, Sydney (Kuring-gai Campus) (or at other institutions) for those in the defined programme where duplication of previous studies would result from following the defined programme. Each case will be considered on its merits and on a subject by subject basis.

iv) A student who fails a subject must repeat it in a later semester or take another subject in its place where this is permitted.

v) A student who fails in a subject which is a pre-requisite for another subject must repeat and pass the failed subject before taking the subject for which it is a prerequisite.

vi) The normal time for the completion of all the requirements of the Graduate Diploma will be one year (full-time) and two years (part-time). However, the award can be obtained by part-time students who complete the requirements in six semesters. In special circumstances the Faculty Board can grant extensions beyond these times, or permit students to complete the programme in less than the normal time.

Typical Patterns of Study

Typical patterns of study for full-time and part-time students are shown.

GRADUATE DIPLOMA IN TOURISM MANAGEMENT

Typical full-time programme

Semester	Subject	Semester Hours
I	Tourism Systems	150
	The Travel & Tourism Industry	150
	Tourism & Leisure Research	150
	Elective	150
II	Tourism & Leisure Marketing	150
	Tourism Management	150
	Elective	150
	Elective	150
		1200 Hours

GRADUATE DIPLOMA IN TOURISM MANAGEMENT

Typical part-time programme

Semester	Subject	Semester Hours
I	Tourism Systems	150
	The Travel & Tourism Industry	150
II	Elective	150
	Elective	150
III	Tourism & Leisure Research	150
	Elective	150
IV	Tourism & Leisure Marketing	150
	Tourism Management	150
		1200 Hours

MASTER OF ARTS (LEISURE STUDIES)

The Master of Arts (Leisure Studies) has been designed for managers/administrators working in the leisure and tourism industries who wish to pursue advanced studies, either to enhance their knowledge and understanding of leisure and tourism or to address policy or management issues. It is also designed for those with appropriate academic qualifications who wish to study more academic or theoretical issues as a basis for a research/academic career.

Aims

The aims of the course are:

1. To provide an opportunity for advanced study of leisure.
2. To provide an opportunity for in-depth exploration of leisure phenomena within a chosen disciplinary or applied field.
3. To develop, at an advanced level, knowledge and skills in research and its application to the study of leisure and leisure issues and problems.
4. To develop critical and analytical skills as applied to leisure policy, management and theory.

Course Structure

Duration

The course is normally of one calendar year's duration full-time or two calendar years part-time. However, candidates who have not studied leisure or social science research methods at tertiary level are required to take 'bridging units', which lengthens their study period.

The course consists of 8 semester-units of 3 class hours each (150 semester hours) giving 1200 hours of study in all.

Broad Structure

The course consists of 8 semester-units of 3 class hours each or their equivalent. The taught semester subjects vary in structure. A number follow the pattern of other graduate subjects, comprising approximately 40 hours class contact time and 110 hours of individual study, assignments or other work associated with the unit. In other cases the class contact time is 20 hours, with 130 hours of individual study - such subjects tend to involve less formal lecturing and more seminars, with more emphasis being placed on the students' own reading, as befits a course at Masters level.

Up to three *bridging subjects* are provided for those candidates with insufficient background in research methods, leisure/tourism theory or one of the specialist areas.

The course structure consists of Core Subjects, Elective Subjects and a Thesis or a Project. The Core Subjects provide the opportunity for development of the student's skills and knowledge in research methods, leisure/tourism theory and a specialist field of study. In Mode A the rest of the programme consists of a combination of four elective taught subjects and a

project; in Mode B the rest of the programme consists of thesis work.

Mode A (by coursework and project) is seen as suitable for those students who have not studied leisure at undergraduate or graduate level and therefore wish to widen their knowledge basis. *Mode B* (by thesis) is suitable for those students who have already completed a wide range of course work and wish to develop in a more focused way by means of research. In Mode B, 75 per cent of the course involves thesis work.

Three specialist areas are currently offered:

- Cultural Studies/Sociology of Leisure
- Leisure Policy
- Leisure and Tourism Marketing

The elective subjects available under Mode A consist of the full range of graduate elective subjects on offer in the School and elsewhere in UTS. Students' choices of elective subjects are subject to the approval of the Programme Co-ordinator and are expected to constitute a coherent programme of study and in particular to provide support for the student's proposed project work. Candidates are required to pass these subjects at credit level.

Details of the Bridging Subjects are set out in Figure 1. Candidates taking these subjects are required to pass at credit level in order to proceed to the MA programme. Details of individual subjects and requirements for these are shown at the back of the Faculty Handbook. Details of the MA programme proper are set out in Figure 2 (the numbers in brackets indicate the balance between class contact and personal study time - e.g. 30/120 = 30 hours class contact and 120 hours personal study time).

FIGURE 1 : BRIDGING SUBJECTS

Semester		Hours**
A. Research Methods		
51707	Leisure and Tourism Research	150
B. Leisure/Tourism Theory		
51712	Leisure Theory	150
or		
51705	Tourism System	150
C. Specialisms		
51710	Popular Culture	150
or		
51811	Cultural Tourism	150
or		

51709	Leisure and Tourism Organisation and Policy	150
or		
51807	Tourism and Leisure Marketing	150

FIGURE 2 : M.A. (LEISURE STUDIES) PROGRAMME

CORE SUBJECTS

Semester		Hours**
<i>General</i>		
Cl.	Advanced Research Methods for Leisure and Tourism Studies (20/130)	150
<i>Specialisms - one of:</i>		
Cultural Studies:		
	C2. Sociology of Leisure (20/130))
or:		
Leisure Policy:		
	C3. Leisure Policy (30/120))
or:		
Leisure/Tourism:		
	C4. Advanced Tourism and Leisure Marketing: Marketing (30/120))

ELECTIVES AND THESIS

Mode A.:)
4 elective units)
(4 x 150 = 600 hours)*)
Plus		
MA Project - 8-10,000 words)
(300 hours))
Mode B.:)
Thesis - 20-30,000 words)
(900 hours))

TOTAL 1200

* elective subjects can be drawn from approved graduate subjects available within the leisure/tourism programme or elsewhere in the University.

** Semester hours refers to the total number of hours per semester devoted to formal class contact and preparation, study, assignment and project work.

Admission Requirements

To be admitted to the MA Programme candidates must have an appropriate level of *qualifications* and appropriate basic *knowledge*. This will be assessed by

the Course Co-ordinator who will advise the School Admissions Officer of the appropriateness or otherwise of candidates' qualifications and knowledge.

Qualifications

Candidates must possess:

- an honours degree, or
- a post-graduate diploma with a credit grade average*

Knowledge

Candidates must satisfy the Course Co-ordinator that they have a basic level of knowledge and skills in:

- social science research methods,
 - leisure or tourism theory,
- one of the three specialisms of the course, namely:
- i) cultural studies/sociology,
 - ii) public policy and/or planning,
 - iii) management/marketing.

The level of knowledge required is indicated by the content of the Bridging Subjects. Candidates not meeting this requirement will be required to take appropriate Bridging Subjects, and pass them at credit level, before being admitted to the MA programme.

To avoid delays due to timetabling, candidates who need to take more than one bridging subject may be offered *conditional entry* to the MA programme upon satisfactorily completing one bridging subject. They will still need to meet necessary prerequisites for each subject taken, and to complete the required bridging subjects at the earliest opportunity.

It follows that normally any other candidates would need first to take the Graduate Diploma in Leisure Studies or the Graduate Diploma in Tourism Management (or the BA Honours year) and obtain a credit grade average in order to be admitted to the MA programme.

* A points system will be used to assess applicants grade average - for example: Distinction=3, Credit=2, Pass=1. Subjects taken on a pass/fail basis would be omitted from the assessment. Where a course has been taken wholly or primarily on a pass/fail basis additional information may be sought from the tertiary institution concerned and/or the applicant may be required to take some form of assessment, may be offered conditional entry to the programme or could be required to take bridging subjects.

Exceptionally, a candidate who has performed particularly well in a non-honours bachelors degree (high

credit grade average) and can demonstrate the required level of knowledge and has had at least two years' work experience in a relevant field at a suitable professional or managerial level, could be admitted directly to the MA programme.

Typical Patterns of Study

MASTER OF ARTS (LEISURE STUDIES)

A typical full-time Mode A programme (by course work and Thesis)

Preparatory Semester: (if required):

- Up to 4 bridging subjects.

Semester 1:

- C1. Advanced Research Methods
- C2. Sociology of Leisure or
- C3. Leisure Policy or
- C4. Tourism and Leisure Marketing
- 2 elective subjects

Semester 2:

- 2 elective subjects
- MA Project

A typical full-time Mode B programme (by Thesis)

Preparatory Semester: (if required):

- Up to 4 bridging subjects.

Semester 1:

- C1. Advanced Research Methods
- C2. Sociology of Leisure or
- C3. Leisure Policy or
- C4. Tourism and Leisure Marketing
- Thesis work

Semester 2:

- Thesis work

A typical part-time Mode A programme (by course work and project)

Preparatory Semester 1: (if necessary):

- Up to 2 bridging subjects

Preparatory Semester 2: (if necessary):

- Up to 2 bridging subjects

Semester 1:

- C1. Advanced Research Methods
- C2. Sociology of Leisure or
- C3. Leisure Policy or
- C4. Tourism and Leisure Marketing

Semester 2:

- 2 electives

Semester 3:

- 2 electives

Semester 4:

- MA Project

A typical part-time Mode B programme (by Thesis)**Preparatory Semester 1:** (if necessary):

- Up to 2 bridging subjects

Preparatory Semester 2: (if necessary):

- Up to 2 bridging subjects

Semester 1:

- Cl. Advanced Research Methods

Semesters 2,3,4:

- Thesis work

Advanced Standing

Applications for Advanced Standing will be considered on the basis of the existing policies and practices of the University and the School of Leisure and Tourism Studies.

Since the MA degree is a specialised course leading to a high level award, the amount of Advanced Standing which should be permitted is more restricted than for less specialised courses and lower level awards. Advanced Standing may be granted for a maximum of 2 taught subjects and will be granted only for approved studies completed at graduate level and for which a credit grade has been obtained. Advanced Standing will not be granted for subjects completed as part of an honours programme or graduate diploma programme which has been assessed as part of the necessary qualifications for the candidate's entry to the MA programme.

Applications for variation in course programmes will be considered where students can demonstrate that they have studied core subjects to the requisite level.

Advanced Standing will not be granted for the Thesis or the M.A. Project.

Thesis and Project Supervision

Whether working on a Thesis or MA Project, the student will be allocated an appropriate supervisor from among the staff of the School. Where additional expertise is required, additional supervisors will be appointed from other parts of the University or beyond. Where supervisors are required from outside of the University an appropriate fee will be paid by the School. Students will be required to determine their topic, and a

supervisor(s) will be appointed, as soon as possible, where practicable during the semester before they begin formal work on their study. This will mean agreeing on the topic by:

- end of the 1st semester for a full-time Mode A student
- early in the 1st semester for a full-time Mode B student
- end of the 3rd semester for a part-time Mode A student
- end of 1st semester for a part-time Mode B student

The choice of topic and study framework will be required to relate to the area of specialism which the student has studied in the taught part of the course.

Students will be required to submit outline study proposals by a specified date. The amount of detail will vary depending on the topic and availability of literature. A detailed study outline will be submitted early in the study period by arrangement with the supervisor.

Students will be expected to present their study proposals and the results of their studies in seminar situations.

Students engaged on an MA Project or a Thesis will be allocated a supervisor with an interest and relevant expertise. Where appropriate, particularly in the case of theses, additional advisors will be sought from outside the School and outside of the institution.

Students will be required to meet regularly with their supervisors - normally on a fortnightly basis. In situations where students have similar study topics or are at a similar stage in their research and could benefit from the interchange, joint meetings of students will be arranged.

The Course Co-ordinator will arrange a Graduate Research Seminar which will be attended by all students involved in thesis or project work. When students are at the planning stage the seminar will take place relatively frequently, (approximately every two weeks); the purpose will be to guide students collectively in the research planning process and provide students with the opportunity to present their proposals to their peers and benefit from critical debate. At later stages the seminar will be held less frequently; the purpose of these later meetings will be for students to report progress and present findings.

Assessment

MA Projects will be assessed by two internal markers. In the case of Theses an internal marker (not the supervisor) and an external marker will be appointed and the student may be required to attend a *viva voce* examination.

The submission date for a thesis will be one calendar year after the start of the M.A. programme for a full-time student and two calendar years after the start of the programme for part-time students. This will normally mean a submission date at the end of the long vacation in February, rather than the end of semester in December.

Mode A candidates will be required to pass the four electives at credit level.

Intake

The number of students to be admitted each year to the MA programme will be a minimum of 8 and a maximum of 15 full-time equivalent students.

**LEISURE STUDIES—
UNDERGRADUATE SUBJECTS**
(listed in alphabetical order by subject name)

22205 ACCOUNTING B

Semester: I

3 class contact hours

8 week hours

Prerequisite: Accounting A

This unit is a compulsory financial skills subject unit for Bachelor of Arts (Tourism Management) students. For a detailed unit description, turn to the section which lists units offered by the School of Accounting.

**51307 THE ADMINISTRATION OF
AUSTRALIAN SPORT**

Semester: I or II

3 class contact hours

8 week hours

Prerequisite: Introduction to Leisure Studies

Objectives

On completion of this subject the student will: be familiar with the literature pertaining to the role and scope of sport in contemporary society; appreciate the resource demands which sport imposes at differing levels of performance and be familiar with organisational responses to such demands; understand the private, public and voluntary structures and organisations which support and administer Australian sport; be familiar with professional issues surrounding contemporary trends in Australian sport.

**27609 ANALYTICAL PROCEDURES IN
EXERCISE PHYSIOLOGY**

3 class contact hours

10 week hours

Prerequisite: Physiological Efficiency of Movement

Objectives

To appreciate the role of pure and applied research in exercise physiology; to understand the application of research tools in exercise physiology.

27115 ARTS AND ENTERTAINMENT**Semester: I or II**

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives**

On completion of this subject the student will: have examined the concepts of 'art' and 'entertainment' and their changing roles in social life; appreciate theories of culture and their relevance to the contemporary analysis of leisure; understand the organisation of the arts and entertainment industry in Australia with particular reference to the access and equity, the politics of patronage, and the composition of audiences; be familiar with current issues shaping the future of arts and entertainment in Australia.

27508 BIOMECHANICAL EFFICIENCY OF MOVEMENT

3 class contact hours

10 week hours

*Prerequisite: Mechanics of Human Motion***Objectives:**

To develop knowledge and understanding of the applications of biomechanical laws to physical performance.

E8540 CHEMISTRY I

3 class contact hours

8 week hours

Objectives:

During this subject students will acquire a general background in chemistry necessary for some of the later courses which they will be taking, such as Human Physiology and Physiological Efficiency of Human Movement.

27131 COMMUNITY ARTS

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives**

On completion of this subject students will: have developed an understanding of the role of community arts in Australian society; have become familiar with the organisations that administer and fund community art

forms; and have developed a practical appreciation of the skills and resources necessary to organise and lead a community art.

27132 COMMUNITY FITNESS AND LIFESTYLE I

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives**

On completion of this subject students will: understand the anatomical and physiological bases of fitness and its evaluation; be familiar with lifestyle factors and related agencies which influence community fitness; and have developed a practical appreciation of the skills and resources necessary to both organise and lead community-based fitness programmes.

27133 COMMUNITY FITNESS AND LIFESTYLE II

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives**

On completion of this subject students will: have developed an appreciation of the relationship between inactive lifestyle and selected physical and psychological disorders; have developed a further understanding of the social, economic and political factors and agencies which influence community fitness and, have developed a further understanding of the skills and resources necessary to organise and lead safe community-based fitness programmes with a focus on specific population groups.

27606 CONTEMPORARY ISSUES IN LEISURE**Semester:II**

3 class contact hours

8 week hours

*Prerequisite: Leisure & Tourism Planning***Objectives**

On completion of this subject the student will: have developed an appreciation of sources and processes of change in the leisure field; have examined the theoretical and practical dimensions of contemporary professional issues in leisure; have examined the nature of the leisure

profession's response to problems it has recognised and to identify 'conventional wisdom' which may have constrained the patterns of problem recognition and response; have discussed potential futures for leisure in society.

K36613 CONTEMPORARY MANAGEMENT PRACTICES

Semester: II

3 class contact hours

8 week hours

Prerequisite: Organisation Behaviour

This subject is a compulsory operational management skills subject in the Bachelor of Arts (Tourism Management).

12965 CURRICULUM DEVELOPMENT

3 class contact hours

10 week hours

Prerequisite: Philosophical Bases and Secondary School Issues

Objectives

To consider contemporary issues and trends in curriculum development and to develop skills in the application of appropriate models of curriculum development and organisation to the design of school-based curriculum. Competency in school-based curriculum development will be fostered by group workshop activities and field studies.

17432 CURRICULUM PHYSICAL EDUCATION IA

2 class contact hours

4 week hours

Prerequisites: Performance Studies I; Kinesiology

Objectives

To effectively plan teaching and learning strategies for gymnastics and dance; to plan for individual differences in gymnastics and dance.

17433 CURRICULUM PHYSICAL EDUCATION IB

2 class contact hours

4 week hours

Prerequisites: Performance Studies IV; Curriculum Physical Education IA

Objectives

To acquire an understanding of organisation and programme planning procedures pertinent to the teaching and coaching of swimming and track and field; to acquire an understanding of the characteristics of motor skill development as they relate to the teaching and learning of swimming and track and field.

17434 CURRICULUM PHYSICAL EDUCATION IC

2 class contact hours

4 week hours

Prerequisites: Curriculum Physical Education IB; Performance Studies V

Objectives

To effectively plan teaching and learning strategies for court and field activities; to plan for individual differences in instruction of court and field games.

E12105 AN INTRODUCTION TO DEVELOPMENTAL AND EDUCATIONAL PSYCHOLOGY

Semester: I

3 class contact hours

6 week hours

This subject is a compulsory social theory subject for Bachelor of Arts (Leisure Studies) and Associate Diploma in Recreation students.

25110 MICROECONOMICS

Semester: I

3 class contact hours

6 week hours

This subject is a compulsory social theory subject for students in the Bachelor of Arts (Leisure Studies). For a detailed subject description, turn to the section which lists subjects offered by the School of Finance and Economics.

36406 EMPLOYEE RELATIONS I

Semester: II

3 class contact hours

8 week hours

Prerequisite: Microeconomics

This subject is a compulsory human resource skills

subject in the Bachelor of Arts (Tourism Management). For a detailed subject description, turn to the section which lists subjects offered by the Department of Administrative, Social and Political Studies.

27607 ENVIRONMENTAL INFLUENCES IN EXERCISE PHYSIOLOGY

3 class contact hours

10 week hours

Prerequisite: Physiological Efficiency of Movement

Objectives

To appreciate the impact of environmental stress on physical work capacity; to be cognisant of the relative value of ergogenic aids utilised by athletes.

27140 FIELD EXPERIENCE I and II (AD)

27240

Semester: I and II (full year subjects)

Total hours: 150 (I)

200 (II)

Prerequisite: Field Experience I is a prerequisite for Field Experience II

Objectives

On completion of these subjects the student will: have applied and developed the values, knowledge and skills acquired through their academic programme; have a practical appreciation of the skills necessary to organise and administer programmes for different community groups; have begun to clarify their career goals and developed contacts within the field.

27406 FINANCIAL MANAGEMENT AND LEISURE SERVICES

Semester: II

3 class contact hours

8 week hours

Objectives

On completion of this subject the student will: be familiar with conventional accounting recording techniques as they are applied in leisure and recreation; understand the application of the rules governing company and government financial reporting; be able to read and analyse financial statements using conventional tools of analysis; appreciate the elements of cost management accounting and budgeting; comprehend the nature of internal control and accounting for cash; recognise the criteria for evaluating sources of finance, the time value of money and the effects of inflation.

27125 FUNCTIONAL ANATOMY

Semester: II

3 class contact hours

6 week hours

Objectives:

To understand the major anatomical systems of the body; to learn and identify the various anatomical structures and their functions; to develop a sound structural basis for subsequent physiological and human movement science studies; to analyse the anatomical fundamentals of human motion.

14115 HEALTH EDUCATION I

Semester: I or II

3 class contact hours

6 week hours

Objectives

Students will appreciate the meaning of health as a multi-dimensional state of well-being that includes physical, emotional and social aspects; become acquainted with health concepts which may enhance wise decision making, effective enjoyable living and personal development; recognise the importance of the school and community health promotion programme in society; and appreciate the scope of modern approaches, contemporary teaching and promotional methods in health education.

27730 HONOURS RESEARCH SEMINAR

3 semester hours

Prerequisite: Entry to Honours Programme

Objectives

The subject seeks to build on knowledge and skills developed in the BA (Leisure Studies) subjects, Leisure Research I and II. The specific objectives of the subject are to understand and engage in the process of conceptualising theoretical or applied research and the process of developing a researchable problem; to understand the process of locating research problems in theoretical and applied contexts; to engage in the process of designing research projects; and to develop intellectual crafts necessary for the doing of research with specific reference to writing and the production of research output.

27690 HONOURS RESEARCH THESIS

21 semester hours

Objectives

To produce a 20,000 word research thesis based on an original problem of a theoretical or applied nature. The thesis is not expected to advance knowledge but it should demonstrate evidence of the student's competency to conceptualise, conduct and present research in a scholarly and independent manner.

27644 HOSPITALITY OPERATIONS I

6 class contact hours

8 week hours

*Corequisite: Hospitality Operations II***Objectives**

To provide students with skills and knowledge relevant to operational level positions in accommodation establishments. This includes being able to perform basic operational and accounting functions for both food and beverage and rooms departments; understand the interrelationships that exist between departments/divisions; be aware of legislation which affects accommodation operations; describe general emergency procedures in the context of accommodation operations.

27654 HOSPITALITY OPERATIONS II

6 class contact hours

8 week hours

*Corequisite: Hospitality Operations I***Objectives**

For objectives see 27644 Hospitality Operations 1.

E8137 HUMAN BIOLOGY**Semester: I**

3 class contact hours

1 laboratory hour

6 week hours

Objectives

At the conclusion of the subject students will be able to relate the structure of particular organ systems to the functions they perform; make comparisons between systems in humans and other animals; demonstrate simple laboratory and recording skills related to an examination of living systems; discuss some of the biological consequences of the interaction of humans with their environment; demonstrate a knowledge of the basis of animal classification.

27313 HUMAN ECOLOGY**Semester: I or II**

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives:**

On completion of this subject the student will: appreciate the interrelated nature of the social, political and natural environments in which they live; be aware of the implications for humanity of major disruptions to the global ecosystem; be aware of current responses to these meta-problems; be able to analyse these meta-problems with a view to identifying opportunities for personal action.

E8203 HUMAN PHYSIOLOGY**Semester: III**

3 class contact hours

1 laboratory hour

8 week hours

*Prerequisite: Human Biology***Objectives**

At the conclusion of the subject students will be able to describe the role played by all the organ systems in the control of body movement; discuss the integrated regulation of organ systems in situations involving a change from a resting state; demonstrate an understanding of the processes involved in the production and use of energy in the human body; demonstrate skill in the use of equipment which measures physiological parameters under laboratory conditions.

22105K ACCOUNTING A**Semester: II**

3 class contact hours

8 week hours

This subject is a compulsory financial skills subject in the Bachelor of Arts (Tourism Management). For a detailed subject description, turn to the section which lists subjects offered in the Bachelor of Business.

27126 LEISURE IN AUSTRALIA**Semester: I**

3 class contact hours

8 week hours

Objectives

On completion of this subject the student will: have developed a basic understanding of leisure and recreation in the context of world history and contemporary Australian society; be aware of the interdisciplinary nature and scope of leisure studies, have begun to develop a personal philosophy and critical perspective of leisure and recreation; and, be familiar with organisational structures and responses to leisure and recreation in Australia.

27128 TOURISM SYSTEMS**Semester: I**

3 class contact hours

8 week hours

Objectives

On completion of this subject students will: demonstrate a conceptual knowledge of the major principles and phenomena involved in leisure-based tourism and other forms of travel; use general systems theory principles to analyse and describe tourism and to develop appropriate models for further investigation; systematically and analytically investigate tourism's elements in terms of their structures, functions, operations, and intra-system interrelationships; demonstrate knowledge and understanding of the interrelationships between tourism (and its individual elements) and the environments with which it interacts; demonstrate a knowledge of the structures, functions, operations and interrelationships of firms and organisations which comprise the tourism industry; and demonstrate awareness of the applicability of such knowledge to management and other business practices in firms and organisations in the tourism industry.

27310 KINESIOLOGY**Semester: III**

3 class contact hours

8 week Hours

*Prerequisite: Functional Anatomy***Objectives**

To develop an understanding as it is affected by the body's structure; to understand how various structures relevant to motor performance function and interact; to understand the theory and mechanisms that contribute to the understanding and performance of motor skills.

27117 LEISURE AND EDUCATION**Semester: I or II**

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives**

On completion of this subject the student will: understand the relationship between leisure and education within the context of Australian society; comprehend the structure and organisation of Australian education service delivery systems as they relate to leisure; appreciate the strengths and weaknesses of different agency responses to the need for leisure education services.

27323 LEISURE AND PUBLIC POLICY**Semester: I**

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives:**

On completion of this subject students will: have an understanding of the range of political, philosophical and economic perspectives on the roles of the state in contemporary western societies; have a basic understanding of theories of policy making and how they apply to public policy making in the field of leisure; and be familiar with the history of the development of leisure-related policies in Australia in the nineteenth century and contemporary developments in leisure policy in Australia and overseas.

**27216 LEISURE SERVICES
MANAGEMENT**

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives**

On completion of this subject students will understand the management issues emanating from the special nature of service industries; understand the role and importance of leisure services in a *contemporary society*, and the economic implications arising therefrom and have explored the different perspectives on the quality of service operations and their respective applications to leisure services.

27523 LEISURE AND TOURISM PLANNING

Semester: I

3 class contact hours

8 week hours

Prerequisite: Leisure and Public Policy

Objectives

On completion of this subject the student will: be familiar with the various forms of planning intervention applied in Australian communities; be able to assess the redistributive consequences of planning decisions at both local and regional levels; and be able to in terms of their objectives and their likely contribution to, and impact on, the community.

27225 LEISURE RESEARCH I

(Year long subject—commence Semester 1)

3 class contact hours

8 week hours

Prerequisite: Information Technology for Leisure and Tourism

Objectives

On completion of these subjects the student will: understand the role of research in planning and management; be familiar with the basic elements and limitations of research design; understand and be able to handle a wide range of data gathering and analysis techniques employed in leisure research; be able to recognise and determine when and where particular research techniques are appropriate; be able to assess the validity and reliability of data and analysis as they appear in reports and professional literature; be familiar with the processes involved in coding and preparation of data and its analysis by computer; and be able to present research findings in appropriate format.

27325 LEISURE RESEARCH II

(Year long subject—commences Semester I)

3 class contact hours

8 week hours

Prerequisite: Leisure Research I: Business Statistics (B.A. (Tourism Management))

Objectives

For objectives see 27225 Leisure Research I.

27620 LEISURE STUDIES SPECIAL PROJECT

Semester: I or II

112 semester hours

8 week hours

Prerequisite: Leisure Research I and II, and approval of the Head of School, Leisure and Tourism Studies, and maintenance of an academic record which indicates a capacity to handle self-directed work.

Objectives

On completion of this subject the student will be able to: design a project or programme of study to provide answers to a specific leisure research question; undertake self-directed applied research; relevance beyond the specific study situation; produce a report which, with some editorial work, may be suitable for publication.

27206 MANAGING SMALL LEISURE SERVICE ORGANISATIONS

(Associate Diploma in Recreation only)

Semester: I

3 class contact hours

8 week hours

Corequisite: Organisation Behaviour

Objectives

On completion of this subject students will: appreciate the range and nature of organisations which deliver leisure services; have a basic understanding of techniques which might be used to manage human and financial resources in a small leisure service organisation; be familiar with selected aspects of the law and how these relate to the management and operation of a small leisure service organisation.

24105 PRINCIPLES OF MARKETING

Semester: II

113 class contact hours

8 week hours

Prerequisite: None (B.A. (Tourism Mngt.)), Microeconomics (B.A. (Leisure Studies)).

Objectives

This subject is a compulsory marketing skills subject in the Bachelor of Arts (Tourism Management). For a detailed description of this subject, turn to the section which lists subjects offered in the Bachelor of Business.

27611 MEASUREMENT AND DEVELOPMENT OF PHYSICAL ABILITY

2 class contact hours

5 week hours

Prerequisite: Functional Anatomy

Objectives

To examine the interrelationships between physical activity and the physiological and anatomical development of the individual; to provide students with a sound knowledge of the growth process and the implications of this knowledge for the prescription of physical activity; to enable students to develop proficiency in the measurement of fundamental human capacities.

27223 MECHANICS OF HUMAN MOTION

Semester: I

3 class contact hours

1 laboratory hour

6 week hours

Objectives

At the conclusion of this subject students will be able to understand the fundamental concepts of mechanics applicable to a study of human motion; develop an objective and scientific approach to the study of human movement; appreciate the limitations imposed by physical laws on human motion; develop an awareness of the possibility of optimising human performance through application of mechanical principles; develop skills in the use and application of measuring instruments.

27129 INFORMATION TECHNOLOGY FOR LEISURE AND TOURISM

Semester: II

3 class contact hours

6 week hours

This subject is a compulsory leisure studies core subject for students in the Bachelor of Arts (Tourism Mngt.) and Bachelor of Arts (Leisure Studies). For a detailed subject description, turn to the section which lists subjects offered by the School of Communication Studies.

21130K ORGANISATION BEHAVIOUR

Semester: I and II

3 class contact hours

8 week hours

This subject is a compulsory social theory subject for Bachelor of Arts (Tourism Mngt.) and Bachelor of Arts (Leisure Studies). For a detailed subject description, turn to the section which lists subjects offered in the Bachelor of Business.

27134 OUTDOOR EDUCATION I

3 class contact hours

8 week hours

Prerequisite: Leisure in Australia

Objectives

On completion of this subject the student will: have examined the concept of outdoor education from both a philosophical and programming viewpoint; be familiar with environmental, social, political and economic forces that have influenced and continue to shape the development of outdoor education programmes in Australia and; have developed a practical appreciation of the skills and resources necessary to both organise and lead environmental awareness, bushwalking and lightweight camping programmes in the environs of Sydney.

27234 OUTDOOR EDUCATION II

3 class contact hours

8 week hours

Prerequisite: Outdoor Education I

Objectives

On completion of this subject the student will: have explored the development of contemporary attitudes towards the outdoors and the ways in which these attitudes are reflected in behavioural interactions with this environment; have examined the conceptual and practical relationships between outdoor pursuits, the physical environment, and personal development and; have developed a practical appreciation of the skills and resources necessary to organise outdoor education programmes selected from the following: abseiling, rock climbing, caving, canoeing, cross-country skiing and orienteering.

27501 PARK AND NATURAL AREA MANAGEMENT I

Semester: I or II

3 class contact hours

8 week hours

Prerequisite: Leisure in Australia

Objectives

On completion of this subject students will: be familiar with the history and organisation of the provision of park systems in Australia and overseas; understand the principles and procedures of park planning, including the roles of public involvement and design and be able to apply the Recreation Opportunity Spectrum (ROS) in the development of a park plan of management; have a basic understanding of the relationships among demand, supply and management in the provision of outdoor recreation opportunities; and be familiar with a number of case studies dealing with selected park and recreation management issues in Australia.

27601 PARK AND NATURAL AREA MANAGEMENT II

Semester: I or II

3 class contact hours

8 week hours

Prerequisite: Park and Natural Area Management I

Objectives

On completion of this subject students will have: an understanding of the various systems of natural area protection in Australia and overseas, the advantages and limitations of these and the role of recreation in natural area management; an ability to apply systems for recreation planning in the natural environment; and an understanding of critical case studies dealing with selected issues in the recreation management of natural areas in Australia and overseas.

27149 PERFORMANCE STUDIES I

2 class contact hours

3 week hours

Objectives

To develop an awareness of safety in performing gymnastics, to develop knowledge and understanding of techniques of performance for basic gymnastic skills; to develop quality of performance of basic gymnastic skills on floor and selected apparatus; to develop ability to design sequences of gymnastic movements and perform them with confidence, style, rhythm and flow; to demonstrate proficiency and versatility in the skills of

bush dance; to develop skill and knowledge of two team sports.

27249 PERFORMANCE STUDIES II

3 class contact hours

4 week hours

Prerequisite: Performance Studies I

Objectives

For objectives see 27149 Performance Studies I.

27349 PERFORMANCE STUDIES III

3 class contact hours

4 week hours

Objectives

To refine and extend the skills of gymnastics established earlier; to be able to perform set routines on floor and olympic apparatus; to develop skill and knowledge of two team sports.

27449 PERFORMANCE STUDIES IV

3 class contact hours

4 week hours

Prerequisite: Performance Studies I

Objectives

To demonstrate skill in track and field events to a prescribed level; to show understanding of the principles of technique, the rules of competition and principles of training for track and field; to develop skill and understanding of 1 individual sport and 1 team sport.

27549 PERFORMANCE STUDIES V

3 class contact hours

5 week hours

Prerequisite: Performance Studies I

Objectives

To demonstrate skill in performance of swimming strokes to a prescribed standard; to show understanding of the principles and methods of training for swimming; to show understanding of the mechanical principles of stroking; to show competence in the performance of social and jazz dance; to understand the performance and have knowledge of social and jazz dance form.

12803 PHILOSOPHICAL BASES OF SECONDARY EDUCATION

Semester: I

2 class contact hours

4 week hours

Objectives

To develop a reasoned and informed approach to teaching based on an understanding of some major educational issues that confront secondary teachers today; analyse alternative approaches to key educational problems in terms of their philosophical underpinnings; begin the process of determining the educational stance which they, as teachers, intend to adopt in relation to some current and contentious areas of educational policy.

27330 PHYSIOLOGICAL EFFICIENCY OF HUMAN MOVEMENT

3 class contact hours

10 week hours

Co-requisite: Human Physiology

Objectives

To consider the adjustments and adaptations of the human body to accommodate physical performance; to consider the assessment of physical work capacity; to consider the physiological parameters and correlates of the broad concept of physical fitness; to consider the physiology of training and conditioning in the development of physical work capacity.

27150 PROFESSIONAL PRACTICE I 27250 AND II (BA)

Semester: II and I (full year subjects)

Total hours: 200 each subject

Co-requisites: Leisure and Specific Populations and Leisure Programme Planning are co-requisites to Professional Practice I. Professional Practice I and Leisure Research I are prerequisites to Professional Practice II.

Objectives

On completion of these subjects the student will: have applied and developed the values, knowledge and skills acquired through their academic programme; have a practical appreciation of the dynamics of organisational behaviour as it impacts on the delivery of recreation services; have begun to clarify their career goals and developed contacts within the field.

27326 LEISURE AND SPECIFIC POPULATIONS

Semester: II

3 class contact hours

8 week hours

Co-requisite: Leisure Programme Planning

Objectives

On completion of this subject the student will: have explored philosophical and definitional issues associated with such terms as 'specific populations'; understand the evolution of recreation services for specific populations; understand basic etiology, characteristics and needs of selected specific populations; appreciate the economic, social psychological and physiological barriers experienced by this group of leisure seekers; have examined several contemporary issues as they relate to recreation provision for specific populations.

27610 RECREATION FACILITY DESIGN AND MANAGEMENT

Semester: I or II

3 class contact hours

8 week hours

Prerequisite: Leisure in Australia

Objectives

On completion of this subject the student will: be familiar with the design and physical planning processes involved in developing recreation facilities; understand typical operating procedures associated with the management of leisure complexes and the reasons why these should be considered in the design process; be familiar with a number of specific facilities and a range of evaluation models that have been developed to gauge the effectiveness of recreation facilities.

27104 RECREATION LEADERSHIP

Semester: II

3 class contact hours

8 week hours

Objectives

On completion of this subject the student will: appreciate different roles played by recreation leaders in the provision of recreation programmes and services; have developed a basic understanding of prevailing theories of leadership and considered their relevance and application to recreation; be familiar with a range of practical recreation/leadership skills; have demonstrated an ability to apply these skills in a peer leadership situation and through the development of a resource kit.

27223 LEISURE PROGRAMME PLANNING**Semester: I**

3 class contact hours

8 week hours

Objectives

On completion of this subject the student will: understand the theories, models and purposes of recreation programming; be familiar with the professional frameworks that give shape to recreation service delivery systems; have the skills to translate community need into appropriate recreation programmes; have the necessary skills to plan, implement and evaluate recreation programmes in a variety of community settings.

17703 SOCIAL BASIS OF SPORT AND RECREATION

3 class contact hours

8 week hours

*Prerequisite: Social Bases of Education***Objectives**

To introduce and analyse some basic sociological concepts and apply these to sport and physical recreation; to investigate the relationships and interaction between sport and recreation and other critical aspects of Australian society and culture; to enable students to undertake and analyse field work in some aspect of sport or recreation in Australian society.

27106 SOCIAL PSYCHOLOGY OF LEISURE**Semester: II**

3 class contact hours

8 week hours

*Prerequisite: Developmental and Educational Psychology (BA Leisure Studies/Ass.Dip, BA HMS only).***Objectives**

On completion of this subject the student will: understand the social and psychological antecedents of leisure behaviour; understand the processes of cognition which impact on the attitudes, perceptions and motivations of individuals at leisure; understand the assumptions underlying research techniques commonly applied in social psychological studies.

12802 SOCIOLOGICAL BASES OF SECONDARY EDUCATION**Semester: II**

2 class contact hours

4 week hours

Objectives

Students will relate relevant sociological concepts and theories to the description of the social structure of secondary schools in Australia; analyse Australian society in terms of social class, race, religion, sex, family and the workforce; identify the social organisation of Australian education in its community setting; explain the directions of social change and the educational implications of change for social policy and educational planning; interpret the implication of these factors for the 'function of schools.

27136 SPORT IN RECREATION

3 class contact hours

8 week hours

*Prerequisite: Leisure in Australia***Objectives**

On completion of this subject the student will: have developed an understanding of the role of sport in Australian society; have become familiar with the organisations that administer and provide opportunities for sport, with an emphasis on community based programmes and; have developed a practical appreciation of the skills and resources necessary to both organise and lead sports in a variety of contexts.

27632 SPORT PSYCHOLOGY

3 class contact hours

10 week hours

*Prerequisites: Kinesiology; Social Psychology of Leisure***Objectives**

To understand the psychological determinants of physical performance; to be cognisant of contemporary analytical procedures in sports psychology.

27526 LEISURE THEORY**Semester: I**

3 class contact hours

8 week hours

*Prerequisite: Leisure, Sport & Culture***Objectives**

On completion of this subject the student will: have further developed skills in analysing and evaluating literature in the leisure field; be familiar with the leading theoretical models presently under debate in the leisure field; have examined the problems of corroborating theories in the social sciences and the processes through which theories are developed and theoretical disputes resolved; will recognise the value sets which intrude into all decisions and professional judgements.

27648 THE TOURISM INDUSTRY**Semester: II**

3 class contact hours

8 week hours

*Prerequisites: Tourism Systems and Microeconomics***Objectives**

This subject extends and deepens the coverage of topics introduced in the subject **Introduction to Tourism Systems**. The major aim is to develop a working knowledge of the multi-sectoral tourism industry's operating networks and interrelationships.

On completion of this subject students will: understand the tourism industry and be able to explain it in terms of the structures, functions, operations and interrelationships of its component sectors; understand the tourism industry's roles, functions and impacts in tourism systems, in economies and in societies; and demonstrate the ability to apply such knowledge by critically investigating and contributing to the solution of management or marketing problems in one or more tourism industry sectors in ways that are sensitive to tourism's environment.

27327 TOURISM'S ENVIRONMENTAL INTERACTIONS**Semester: I**

3 class contact hours

8 week hours

*Prerequisites: Microeconomics and Tourist Behaviour***Objectives**

On completion of this subject, students should: appreciate the breadth and significance of tourism's

interactions with its economic, physical, social and cultural environments; understand the implications of these interactions for the development and management of tourism; display an awareness of contemporary environmental issues which affect tourism in Australia; display an ability to apply basic economic and environmental evaluation techniques to tourism-related problems.

27527 TOURISM STUDIES PROJECT**Semester: II**

2 class contact hours

8 week hours

*Prerequisites: Leisure Research I and II; only available to students in their final year.***Objectives**

This subject revolves around the completion of a project which is designed to draw together the knowledge and skills developed throughout the course and provide the opportunity to test them on an applied tourism management related problem or issue.

27631 TOURISM MANAGEMENT**Semester: II**

3 class contact hours

8 week hours

*Prerequisites: Tourism Industry; Contemporary Management Practices; Accounting B.***Objectives**

On completion of this subject the student will: have the ability to utilise management theories and concepts and assess their applicability to various tourism industry settings and management structures; have developed an understanding of the functions and levels of management in tourism industry organisations through the use of case studies; have developed an ability to formulate management strategies and perform management functions in a tourism industry environment.

27642 TOURISM SERVICES MARKETING**Semester: II**

3 class contact hours

8 week hours

*Prerequisites: Principles of Marketing; Tourist Behaviour, Tourism Industry.***Objectives**

To introduce students to the study of personal services marketing and to show both the similarities and

differences between it and 'product marketing'; to develop in students knowledge and understanding of the peculiarities of personal services marketing especially in respect to: 'product' formation, distribution, the critical role of the recipient as an additional production factor input, and the importance of symbolic communication in the promotional mix; and to develop students' knowledge of the tourism industry sector's marketing related collaborative networks, and of the sectors' and industry's applications of marketing practices.

27628 LAW FOR LEISURE, SPORT AND TOURISM

Semester: I

3 class contact hours

8 week hours

Prerequisite: Leisure in Australia.

Objectives

On completion of this subject the student will be able to demonstrate basic knowledge and understanding of general legal principles and processes which affect business activities in Australia; demonstrate knowledge and understanding of laws and regulations which have particular significance for the leisure, sport and tourism industry; and demonstrate the ability to recognise legal obligations in management contexts in the tourism industry.

27643 TRAVEL AND TOURISM OPERATIONS I

Semester: II

6 class contact hours

8 week hours

Corequisite: Travel and Tourism Operations 2

Objectives

To provide students with skills and knowledge relevant to operational level positions within tour operators and wholesalers, inbound tour operators and retail travel outlets, including a knowledge of world situations and descriptive geography relevant to employment within tourism industry organisations.

27653 TRAVEL AND TOURISM OPERATIONS II

Semester: II

6 class contact hours

8 week hours

Corequisite: Travel and Tourism Operations 1

Objectives

For objectives see 27643 Travel and Tourism Operations I.

27137 WATER BASED RECREATION I

3 class contact hours

8 week hours

Prerequisite: Leisure in Australia.

Objectives

On completion of this subject the student will: have examined the growth and extent of water based recreation in Australian society; have gained an understanding of the administrative structures which have evolved to cater for water based recreation and; have developed a practical appreciation of the skills and resources necessary to programme for selected water based activities.

27314 LEISURE, SPORT AND CULTURE

Semester: II

3 class contact hours

8 week hours

Prerequisite: Leisure in Social Context

Objectives

On completion of this subject the student will: appreciate concepts of work and leisure in industrial societies; be aware of the historical development of Australian patterns of work and leisure; appreciate the effects of class, gender and age on participation in, and commitment to, particular leisure pursuits; be able to relate changes in the nature of employment and the organisation of work to the development of new requirements in leisure.

GRADUATE SUBJECTS

(Listed in alphabetical order by subject name.)

27751 ACCOUNTING AND FINANCIAL MANAGEMENT

3 class contact hours

150 semester hours

Objectives

The aim of this course is to give students a basic appreciation of the role of financial management in arts

administration. Some cultural bodies have difficulty delivering services to the community simply because their management are ill equipped to balance artistic outputs within available financial resources. Lectures and workshop, including visits to outside bodies, cover a territory of basic financial analysis and reporting, compiling charts of accounts, using personal computers to solve everyday problems and working with Boards, Committees and funding authorities. At the conclusion of this subject, students should have a basic understanding of these issues and be better able to manage the financial affairs of any cultural organisation.

27941 ADVANCED RESEARCH METHODS FOR LEISURE AND TOURISM STUDIES (C1)

3 class contact hours

120 semester hours

Prerequisite: Leisure and Tourism Research

Objectives

To develop advanced knowledge and skills in leisure and tourism research so that the student will be capable of conducting competent research capable of advancing the field of knowledge. The subject assumes a basic knowledge of social research techniques and their application to leisure and tourism, as covered in the subject Leisure and Tourism Research. This involves a familiarity with the range on qualitative and quantitative research methods used and familiarity with a survey and statistical analysis package such as SPSS. The subject covers two areas: conceptual/ theoretical and quantitative. The conceptual/theoretical part involves an exploration of the nature of social science research and its relationship to policy and the development of knowledge. The quantitative part involves an understanding of the application of statistical methods and exploration of the more advanced capabilities of the SPSS computer package.

27942 ADVANCED TOURISM AND LEISURE MARKETING (C4)

3 class contact hours

120 semester hours

Prerequisite: Tourism and Leisure Marketing

Objectives

The purpose of this subject is to enable students to develop a detailed knowledge of the distinctive practices associated with marketing personal services in the tourism and leisure industries; an appreciation of the complex interactions among the mixture of resources

which combine to form tourism and leisure 'products'; an understanding of the dynamic nature of marketing strategy in response to changes in the environments within which tourism and leisure activity occurs; a detailed knowledge of the nature of the markets for various tourism and leisure products; the ability to construct an information and control system applicable to a leisure or tourism marketing organisation; and the ability to develop a detailed actionable marketing plan for a tourism or leisure service.

27915 APPLIED STUDIES A 50 hours

27925 APPLIED STUDIES B 100 hours

27935 APPLIED STUDIES C 150 hours

Semester: I or II

Prerequisite: Approval of Programme Co-ordinator

Objectives

Students complete a contract in advance with the Programme Co-ordinator undertaking to complete a project requiring 50, 100 or 150 hours of work during the semester. The project work allows students to extend their knowledge of the field of leisure and recreation, and/or apply general knowledge and skills to the field of leisure and recreation, and/or practice professional skills in recreation in a field setting.

27753 THE ARTS ENVIRONMENT IN AUSTRALIA

3 class contact hours

150 semester hours

Objectives

The central premise of this subject is that art is a social product. This challenges romantic and mystical notions which represent art as 'above' society, as transcending social and historical forces. In arguing against these idealist notions this subject explores how social, political and economic factors distinguish art from a wide range of related cultural practices. The specific focus is on the structures of arts organisations and policy in Australia. Particular issues considered include: the politics and history of public support for the arts, the formation of audiences and publics, the economic impact of the arts, the interaction of the public and private sectors and theories of culture and art.

27754 ARTS MANAGEMENT RESEARCH PROJECT

3 class contact hours
150 semester hours

Objectives

The objectives of this subject are to provide students with the opportunity to undertake a substantial applied research project through which they may develop and test their project design and managerial skills; to encourage students to consolidate and reflect on knowledge gathered in the course and bring this to bear on a contemporary arts issue; to enable students to test their capacity for self-direction and management; to develop skills in writing and, if possible, publishing research in arts related areas.

27755 ARTS ORGANISATIONS AND MANAGEMENT

3 class contact hours
150 semester hours

Objectives

To develop within students a critical appreciation of management practices and organisational forms within the arts and cultural industries; to examine the impact of different modes of managing and organising; to create an awareness of behavioural issues within arts organisations including power, control, conflict, negotiation, decision-making and strategic planning; to analyse a range of contemporary issues which impact upon managing within these organisations, including discrimination, industrial relations, cutback management techniques and corporatisation.

27811 CULTURAL TOURISM

Semester II

3 class contact hours
150 semester hours

Prerequisite: One core subject

Objectives

This subject investigates the organisation and meanings of tourism as a cultural phenomenon. The fundamental logic of tourism is cultural difference; how this difference is produced and consumed will be one of the main questions explored.

The subject begins by exploring the shifting meanings of culture in the history of tourism. Contemporary tourism is defined as a culture industry, i.e. as an industry where cultural forms, processes, artefacts and spectacles are

exchanged, consumed or experienced in various ways. The focus then turns to the major traditions of analysis of cultural tourism: the sociological, the anthropological and the more recent semiotic perspectives, specifically in terms of their value for a critical evaluation of the cultural dimensions of tourism.

After this analysis of the major theoretical debates, the concepts acquired here will be applied to a series of Australian case studies. Two main areas shall be covered: tourism and the arts and tourism and Aborigines. Finally, the subject investigates the possibilities for sustainable tourism: for tourism that is regionally and culturally appropriate and non-exploitative.

27704 ECONOMICS OF LEISURE AND TOURISM

Semester: II

3 class contact hours
150 semester hours

Prerequisite: Leisure and Tourism Organisation and Policy (G.D.L.S only)

Objectives

The aim of this subject is to introduce students to the language, concepts and analytical techniques of economics and then apply them to leisure and tourism. The subject is thus intended to explore ways in which economics has been applied to various sectors of, and issues in, leisure and tourism. The subject also examines: the role of the state as leisure provider; means of assessing the value and viability of leisure and tourism investments in the public and private sector; and, mainstream economic theories, as well as critical theories, on the operation of the market system.

27756 LAW AND THE ARTS

3 class contact hours
150 semester hours

Objectives

The major objectives of this subject are to develop basic legal skills of research and writing; to understand the legal environment of the arts in Australia; and to identify legal problems and to be aware of situations where expert legal advice is necessary. The subject covers the structure of the Australian legal system, the law of associations, copyright, royalties and residuals, contracts, tax issues and restrictions of rights.

27709 LEISURE AND TOURISM ORGANISATION AND POLICY

Semester: II

3 class contact hours

150 semester hours

Objectives

The aim of this subject is to examine the history of organised leisure provision in Australia by the public, private and voluntary sectors; to explain the efforts of these three sectors to cater to, as well as shape and control, the leisure behaviour of Australians; to describe the ramifications of the provision of organised leisure in Australia and examine linkages with other aspects of public, private and voluntary activities; and, to discover the response of contemporary leisure organisations to the perceived social, economic and institutional problems in Australia.

27711 LEISURE AND TOURISM PLANNING

Semester: I

3 class contact hours

150 semester hours

Objectives

On completion of this subject the student will: understand the principles of the environmental planning process as they apply to leisure, recreation and tourism; be able to identify the components of a planning problem (environmental, economic, social, legal, political) and determine related data requirements; be familiar with those aspects of state and local government Acts and ordinances which govern leisure, recreation and tourism planning in NSW; including those which relate to development control; be able to critically assess and evaluate the outcomes of planning and design decisions and practices.

27707 LEISURE AND TOURISM RESEARCH

Semester: I

3 class contact hours

150 semester hours

Objective

This subject will introduce students to social science research methods and their utilisation in leisure and tourism studies. Students will become familiar with a range of research methods and approaches and, through group projects, will gain experience in conducting, thus enabling them to critically evaluate research and to

undertake modest research exercises. The subject is intended to cover the principles of research as well as practical aspects such as interviewing and computer analysis of survey data.

27944 LEISURE POLICY (C9)

3 class contact hours

120 semester hours

Prerequisites: Leisure and Tourism Organisation and Policy; Economics of Leisure and Tourism; Leisure and Tourism Planning.

Objectives

The objective of this subject is to examine in depth with policy analysis methods and their application to policy issues in leisure and tourism, such that the student will be capable of conducting such analyses in a research or practice environment. The subject assumes that students are already familiar with material covered in the prerequisite subjects, in particular: the broad structure of Australian government and how the various types of leisure policy - in sport, the arts, tourism and the environment - are accommodated within that structure; economic political and philosophical arguments concerning the role of government in western capitalist and mixed economy societies; cost-benefit analysis and its application to leisure and tourism; and the role of environmental planning and the operation of the New South Wales Environmental Planning and Assessment Act. The prerequisite subjects do not cover policy analysis and theories of decision-making. Neither are political philosophies dealt with in any depth. The subject therefore covers these areas and then proceeds, by means of a series of case-studies, to examine examples of policy making and decision making in the leisure and tourism field.

27809 LEISURE STUDIES PROJECT

Semester: II

3 class contact hours

150 semester hours

Prerequisite: Leisure and Tourism Research

Objectives

To provide students with the opportunity to undertake a substantial applied research project through which they may develop and test their project design and managerial skills; to encourage students to consolidate and reflect on knowledge gathered in the course and bring this to bear on some contemporary problem or issue in the leisure field; to enable students to test their own capacity for self-direction in the undertaking of the task of project

design and management; to enable students to complete the course with an original project report which demonstrates their abilities in the leisure field.

27712 LEISURE THEORY

Semester: II

3 class contact hours

150 semester hours

Objectives

On completion of the subject, students will be familiar with a cross-section of the literature which explains different aspects of leisure theory. The literature addressed will draw from sociology, psychology, history, philosophy and leisure studies. Students will also become familiar with contemporary debates and issues in leisure theory.

27946 MA PROJECT

Objectives

Students opting for Mode A will be required to complete an MA Project, which is considered to involve an amount of study equivalent to two 150 semester-hour taught subjects. It is expected that the MA Project will result in a paper of the order of 8-10,000 words in length. The aim of the MA Project is to enable the student to pursue a topic of his or her choice and to demonstrate an ability to assemble and present evidence and arguments more fully than is expected in normal subject assignments. The MA Project can be theoretical or applied in nature. Thus it could be based entirely on reading of published material or it could involve collation and interpretation of secondary data or limited collection of primary data. The MA Project is not expected to advance knowledge but is expected to demonstrate the student's familiarity with relevant theory, ideas and literature and to present evidence of powers of reasoned exposition, logical structuring of arguments and scholarly presentation. Examples of topics which might be suitable for Special students would be: 1) a review of available literature and data on a particular leisure activity in Australia - e.g. surf life-saving, bushwalking, cinema attendance - and its interpretation in terms of appropriate theoretical ideas and/or policy/management questions; 2) and investigation of the development of a particular policy or development - for instance: the 'Life Be in it' campaign, the development of the NSW North Coast for tourism, major sports stadia in Sydney; or 3) a literature-based exploration of a particular leisure/tourism concept - for example, the concept of recreational need; the idea of the work ethic; open space standards.

51947 MA THESIS

Objectives

Students opting for Mode B will be required to complete a Thesis, which is considered to involve an amount of study equivalent to six 150-semester-hour taught subjects. It is expected that the length of the thesis will normally be in the range of 20-30,000 words. The thesis is expected to present original research of a theoretical or applied nature. It will not be expected to advance knowledge, as is required in the case of a PhD thesis, but it should give evidence of the student's ability to engage in a substantial investigation, to identify and analyse research problems and to present the results in a coherent and scholarly manner. Examples of topics which could be addressed in a thesis are: 1) empirical studies, involving qualitative, in-depth data gathering or survey methods, exploring, for example: the leisure motivations of a particular social group in the light of available theory (e.g. youth, the elderly, families with children, inner-city residents) or a particular leisure phenomenon (e.g. marathon running, amateur rock music-making, gambling); 2) investigation of the development, and analysis of the policies of, a major public organisation, for example, the NSW Department of Sport and Recreation or the NSW National Parks and Wildlife Service; 3) the testing and/or development of methodologies in new situations, for instance, the application of the Recreation Opportunity Spectrum to urban leisure; the use of the Delphi forecasting technique in Australian leisure/tourism situations; 4) an investigation of the organisation, conflicts and tensions within the rock music industry as it exists in Sydney hotels, with a view to explaining conflicts and suggesting policy directions; 5) a study of the historical development of museums in Australia and the uses of these in promoting images of Australia to local and overseas tourists.

27752 MARKETING FOR THE ARTS

3 class contact hours

150 semester hours

Objectives

The objectives of this subject are to understand the role of marketing in contemporary society; to understand basic concepts in marketing management, to identify the particular characteristics and skills necessary for successful arts marketing; to be familiar with market/audience research techniques in the arts.

51710 POPULAR CULTURE**Semester: II**

3 class contact hours

150 semester hours

*Prerequisite: Leisure Theory***Objectives**

On completion of this subject, students will be familiar with the historical idea of popular culture as collective social formation and the contemporary idea of popular culture as mass culture. Students will learn techniques and theories of cultural analysis and will inquire into the relationship between cultural production, popular culture and leisure. The literature on popular culture guides the subject through an analysis of historical material, mass culture, magazines, comics, music, television, sport and tourism.

27943 SOCIOLOGY OF LEISURE (C2)

3 class hours

120 semester hours

*Prerequisite: Leisure Theory; Popular Culture or Cultural Tourism***Objectives**

The subject is for students who seek to pursue a thesis or do research in the area of cultural studies or the sociology of leisure. The subject draws selectively from the sociology of leisure literature and identifies contemporary debates and developments. From this selective base, inquiry is directed towards specific social theorists whose work has influenced contemporary sociology of leisure, theorists such as Roland Barthes, Michel Foucault or Herbert Marcuse. These theorists will be studied with a view to understanding their approaches to leisure questions. For example: what is Foucault's way of addressing questions of sexuality, pleasure and power; what is Barthes' way of understanding the politics of leisure through the construction of myth; what is Marcuse's way of addressing the commodification of leisure? It is anticipated that the social theorists studied in depth might change in relation to interests of students and expertise of staff. Students who successfully complete the subject will have acquired a disciplined knowledge of debates in the sociology of leisure and an in-depth understanding of the work of one influential social theorist - and the relevance of that theorist for the sociology of leisure.

**27807 TOURISM AND LEISURE
MARKETING****Semester: II**

3 class contact hours

150 semester hours

*Prerequisite: One core subject***Objectives**

On completion of this subject the student will understand the nature of market relations and marketing processes for leisure and tourism; understand the difference between selling and marketing orientations in the public, private/commercial and voluntary sectors; be familiar with the co-ordinating and integrative requirements of all marketing efforts; recognise the criteria for effective market segmentation and the selection of client groups; comprehend current trends in pricing for leisure and tourism; and be familiar with the communication processes necessary for successful promotion in terms of personal contact, advertising, incentive schemes and publicity.

27706 TOURISM MANAGEMENT**Semester: II**

3 class contact hours

150 semester hours

Objectives

On completion of this subject the student will: demonstrate knowledge and understanding of management as a social process; demonstrate the ability to analyse management theories and empirical studies and assess their applicability to various tourism industry settings and management structures; demonstrate knowledge of the functions and levels of management in tourism industry organisations; demonstrate the ability to formulate management strategies and perform management functions appropriate to sectors of the travel and tourism industry; and, demonstrate knowledge and understanding of the necessary ethics and responsibilities of tourism managers in relation to external environments and publics.

**27806 TOURISM MANAGEMENT
PROJECT****Semester: II**

3 class contact hours

150 semester hours

Prerequisite: Tourism Management; Leisure and Tourism Research

Objectives

The subject will require students to form teams of two or three to complete a management consultant project. Academic staff will adopt the client role but participants will use actual industry, firm or organisation case situations wherever possible. On completion of the project, students will be able to: initiate and bring to fruitful completion an applied management project which relates to a tourism industry opportunity or problem; demonstrate the ability to integrate the knowledge and skills they have acquired in the programme and apply them to a managerial decision-making case; demonstrate that they can function effectively in a management team and contribute to project management; and, produce original work in an appropriate format which demonstrates their abilities in the field of tourism management.

27705 TOURISM SYSTEMS**Semester: I**

3 class contact hours

150 semester hours

Objectives

On completion of this subject the student will: demonstrate a conceptual awareness of leisure-based tourism and other forms of travel; use systems theory principles to analyse and describe tourism and to develop appropriate models for further investigation; systematically and analytically investigate tourism's component elements in terms of their structures, functions, operations, and intra-system inter-relationships; demonstrate knowledge and understanding of the inter-relationships between tourism and the environments with which it interacts; demonstrate awareness of the applicability of such knowledge to management and other business practices in the travel and tourism industry; and, demonstrate the ability to apply this subject's body of knowledge in a managerial decision-making role using contemporary case histories or case studies.

27708 THE TRAVEL AND TOURISM INDUSTRY**Semester: I**

3 class contact hours

150 semester hours

Objectives

On completion of this subject the student will be able to: identify, define and describe the travel and tourism industry; classify the firms and organisations comprising

the industry into sectors according to their basic functions; analyse and critically evaluate each sector; demonstrate knowledge of the environments with which the industry and its constituent sectors interact; demonstrate knowledge of occupations and management functions within industry sectors; and, demonstrate the ability to critically investigate management problems and functions in the context of one or more industry sectors in ways that are sensitive to tourism's external environments.

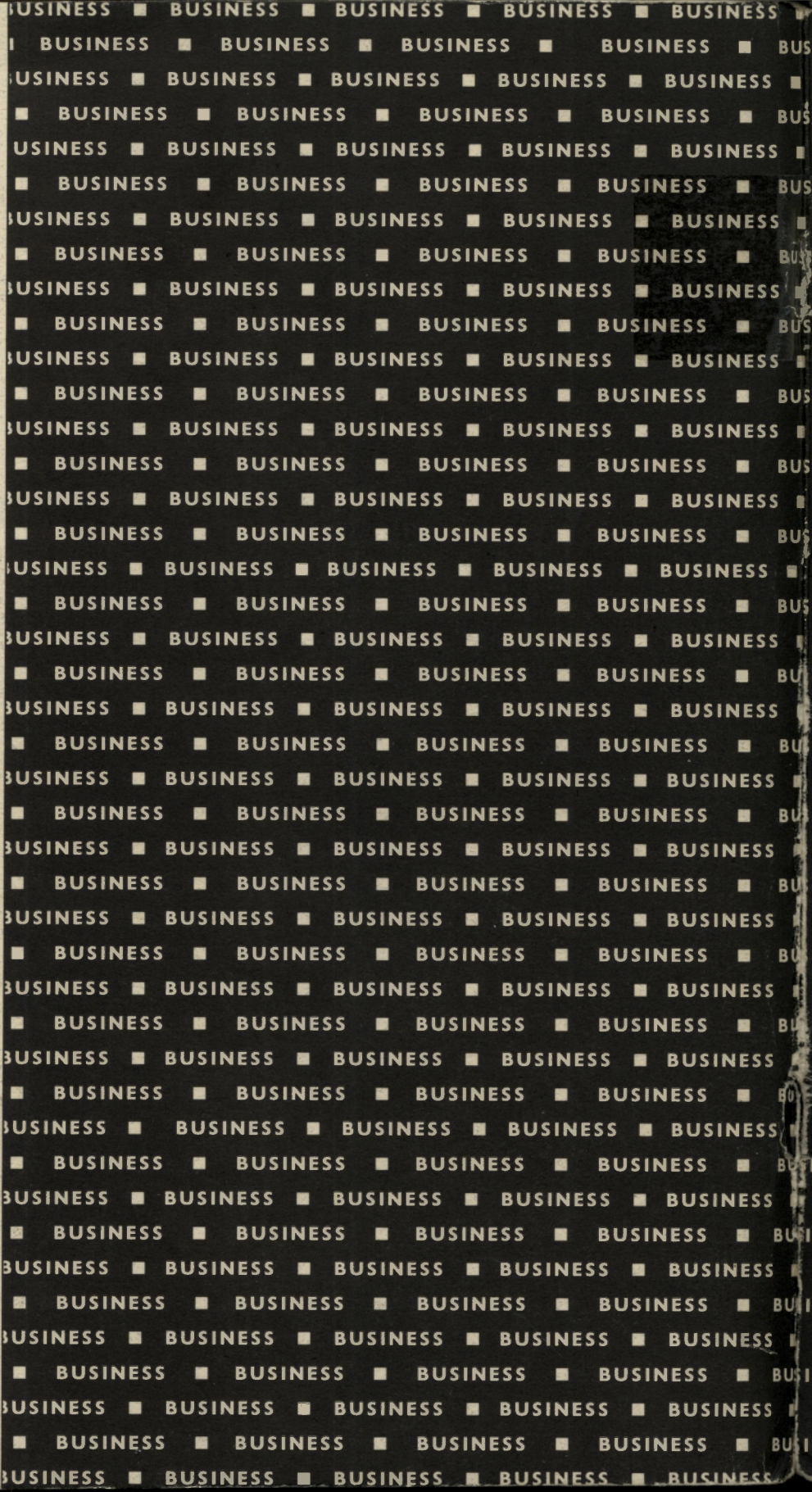
27808 TRAVEL AND TOURISM LAW**Semester: II**

3 class contact hours

150 semester hours

Objectives

On completion of this subject the student will be able to: demonstrate basic knowledge and understanding of general legal principles and processes which affect business activities in Australia; demonstrate knowledge and understanding of laws and regulations which have particular significance for the tourism industry; and, demonstrate the ability to recognise legal obligations in management contexts in the tourism industry.



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