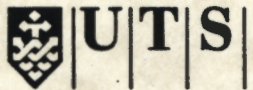


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FACULTY OF BUSINESS

REVISED BACHELOR OF BUSINESS

CORE, MAJORS AND SUBMAJORS
STRUCTURE AND PRE-REQUISITES

NOVEMBER 1995

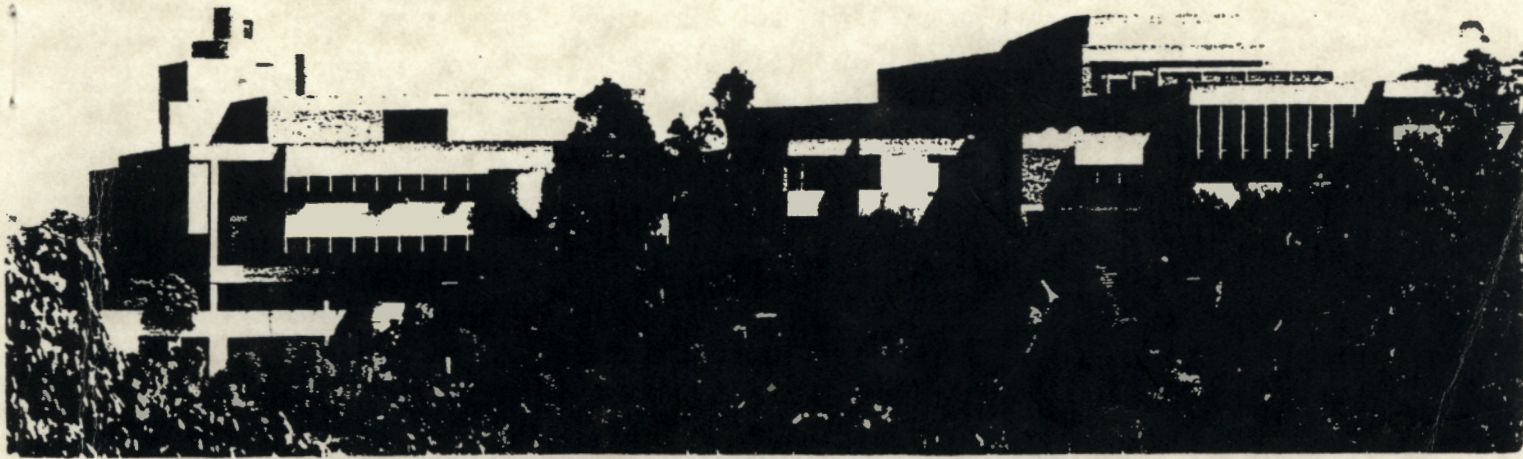


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INTRODUCTION

This book provides a guide to the selection of a program of studies for students enrolled in the Bachelor of Business and related degree programs.

Students enrolled in the Bachelor of Business **prior to 1996** should carefully read the booklet entitled -

Revised Bachelor of Business Transition Guidelines September 1995,

before selecting their program of study in 1996 and later years.

In selecting your subjects you are advised to first read details of the **Bachelor of Business Course Structure and Curriculum**, as well as Faculty policy in relation to **Credit Substitution/Replacement and Overspecialisation**, outlined below

You should then read the details of the major (s) you wish to study and ensure that you have the relevant pre-requisites (Appendix 1). You should also do this for submajors.

It is important to check the availability of majors and submajors at particular times and campuses (Appendix 2).

You should then enrol in your program for the following semester.

The Faculty of Business has taken every care in preparing this Guide. However in the development of advanced curricula such as this Bachelor of Business degree there may be inconsistencies or omissions of which the Faculty is unaware. Please bring any difficulties you experience to the attention of the Student Liaison Office at Markets or Kuring-gai Campus.

COURSE STRUCTURE AND CURRICULUM

Course Structure

The structure of the revised B Bus degree comprises a common core, majors, submajors, and electives. This structure is shown in figure 1

The core contains twelve, four credit point subjects (48 credit points in total).

Majors comprise eight, six credit point subjects (48 credit points in total). The majors are in the areas of Accounting, Banking, Economics, Finance, International Business, Management, Marketing, and Tourism.

Submajors offered within the Faculty of Business comprise four, six credit point subjects (24 credit points in total). Where submajors are provided by other Faculties the number of subjects comprising a submajor may vary, however the total number of credit points will remain 24.

Electives or structured elective sequences (24 credit points in total) can be taken from any Faculty in the University. Electives may also be taken from another University or its equivalent with the approval of the Associate Dean (Undergraduate).

Total credit points required for the degree are 144. The course may be completed by three years full time study, or six years part time.

Availability of majors and submajors

Details of the availability of Majors and Submajors are provided in Appendix 2

Policy on Credit Substitution/Replacement

Where there is overlap between majors and submajors which enables students to meet the objectives of the relevant majors or submajors in less than the required credit points, the Faculty of Business has adopted the following policy:

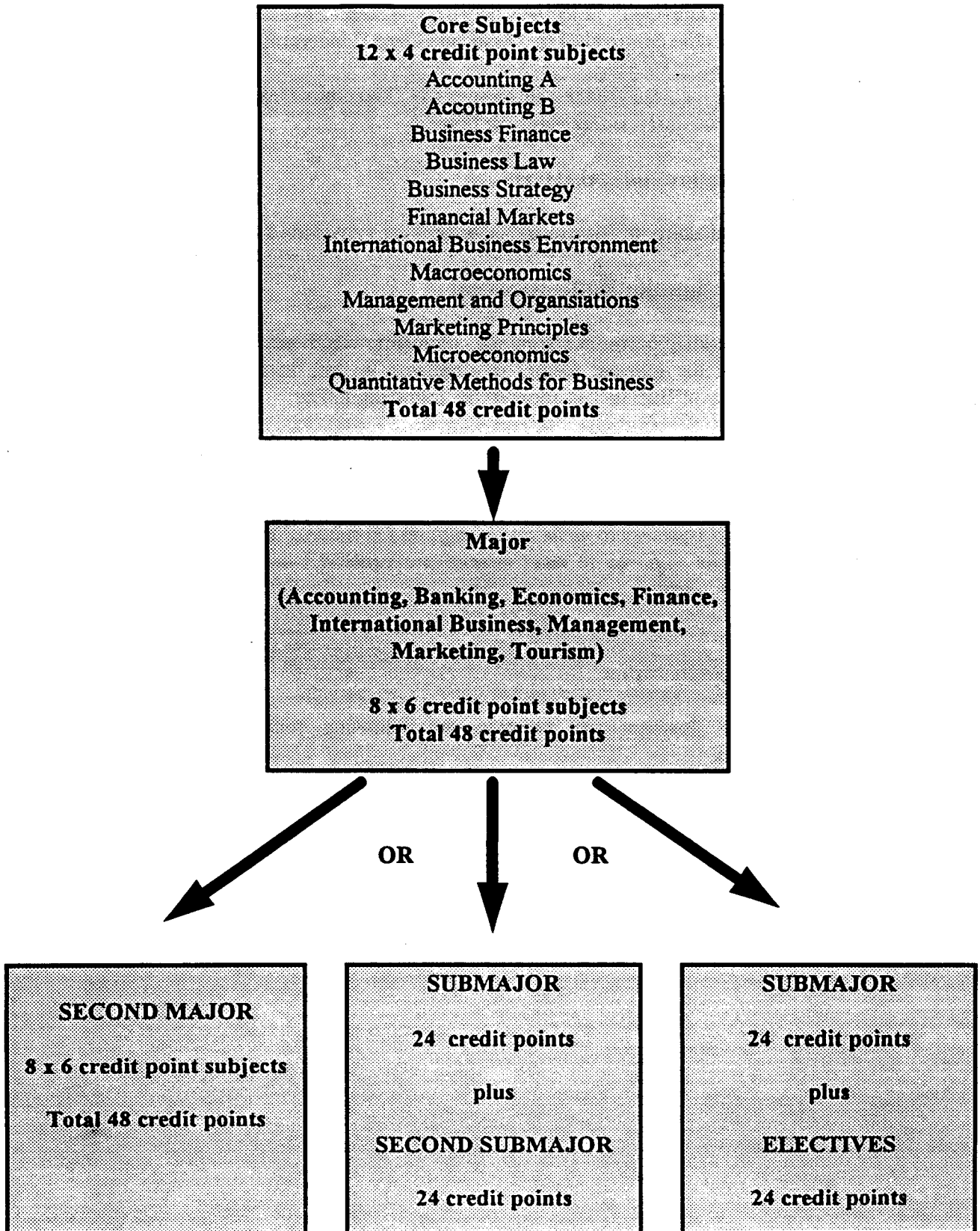
Where there is overlap between majors and submajors which enables students to meet the objectives of the relevant majors or submajors by taking less than the required credit points, students may substitute any subject chosen from the Faculty of Business to make up the required number of credit points. Students will still be required to meet normal prerequisite conditions in choosing a substitute subject.

Policy on Overspecialisation

The Faculty of Business has adopted the following policy with respect to overspecialisation:

Students will normally be expected to take 18cp of study as submajors or electives outside the area of their major to fulfil the objectives of the Bachelor of Business degree in providing a broad business education.

Figure 1 Bachelor of Business Degree (144 credit points)



Structure of the Core

The core contains 12 subjects each worth 4 credit points.

Eleven core subjects are taken in the first 2 semesters (4 semesters part time).

The final subject, Business Strategy is taken as an integrating capstone subject after students have completed at least 36 credit points of a Major (ie 3/4 of a 48cp Major)

SEMESTER 1

22105 Accounting A
21125 International Business Environment
25110 Microeconomics
26122 Quantitative Methods for Business
25308 Financial Markets

SEMESTER 2

22205 Accounting B
25314 Business Finance
79658 Business Law
25209 Macroeconomics
21130 Management and Organisations
24105 Marketing Principles

After completing at least 36cp of a Major

21609 Business Strategy

Majors

The Bachelor of Business degree has 8 majors which are in Accounting, Banking, Economics, Finance, International Business, Management, Marketing, and Tourism. These majors are outlined in the following pages.

Accounting Major

Introduction:

The accounting major builds upon the introduction to accounting and other business disciplines provided in the Bachelor of Business core to develop the knowledge, skills, values and other intellectual attributes needed by contemporary and future accountants. The major satisfies the entry requirements of the Australian Society of Certified Practising Accountants and the Institute of Chartered Accountants in Australia.

Aims:

The aims of the accounting major are:

- to provide the necessary intellectual and analytical skills to become an accountant; and
- to satisfy the necessary entry requirements for the Australian Society of Certified Practising Accountants and the Institute of Chartered Accountants in Australia.

Objectives:

On the completion of the accounting major students will:

- have a foundation of knowledge and competencies in accounting and other selected cognate areas for professional practice.
- have a foundation of the ethical and other values necessary to be a responsible professional accountant.
- have a foundation of knowledge, competencies and values for the undertaking life-long learning, and thereby the ability to cope with and lead change in their profession.
- have an ability to effectively communicate and maintain relationships, particularly in working in teams, appropriate for professional accountant.
- understand the role of the accounting profession in the context of contemporary political, social and economic environments.

Contribution to the Degree:

Accounting is a key function in modern business enterprises and other forms of organisation. By providing the general educational requirements to become an accountant, the accounting major makes a significant contribution to the objectives of the Bachelor of Business within the context of the study of a specific discipline and area of professional practice. More specifically, the accounting major makes the following general areas of contribution:

- Disciplinary -** Develops students' understanding of a range of accounting and related disciplines' analytic techniques and critical ideas for understanding the world of business.
- Professional -** Develops students' understanding of the operations of the accounting profession, both nationally and internationally. The role of the accounting profession within modern societies and the potential avenues of future developments in practice are critically reviewed.
- Vocational -** It provides the general accounting, legal and information systems knowledge necessary to enter a career as an accountant and to gain entry to Australian professional accounting bodies.
- Personal -** The major assists students to develop their generic intellectual and social skills so that they may contribute as effective professionals to organisational and social change.

In addressing the above four components, the accounting major also addresses the following four themes of the Bachelor of Business:

- Communication -** Various forms of communication skills, such as writing, oral presentations, group work, etc., are developed and reinforced throughout the accounting major. A particular emphasis is given to the use of communication skills in the context of accounting practice.
- Information Technology -** Effective use of various forms of information technology is a key attribute of modern professional accounting practice. The development of appropriate skills and the exposure to a range of relevant information technology platforms and applications is an integral design feature of the accounting major.
- Ethics -** The development of ethical values in the context of accounting practice is commenced within the introductory accounting subjects within the Bachelor of Business core. The ethical reasoning skills gained in these subjects are further refined and expanded as the depth of students' professional understandings is developed during the major.

International/Intercultural management -

The practice of accounting is an international discipline and, where appropriate, students are exposed to the issues in using accounting in a range of cultural settings.

Structure:

To achieve the 48 credit points necessary to complete an accounting major students must:

Successfully complete the following five subjects:

22320	Accounting for Business Combinations
22420	Accounting Standards and Regulation
22520	Corporate Reporting: Professional and Conceptual Issues
22321	Cost Management Systems
22421	Managerial Decisions and Control

Plus successfully complete one of the following streams of subjects:

Stream 1

22522	Auditing
79365	Company Law
79462	Revenue Law

Note: Stream 1 meets the undergraduate accounting major education requirements for membership of BOTH the Australian Society of Certified Practising Accountants and the Institute of Chartered Accountants in Australia, subject to approval.

Stream 2

22226	Business Information Systems Design
22xxx	Business Information Systems Management
22xxx	Business Information Systems Implementation

Note: Stream 2 represents an alternative route for the accounting major to meet the education requirements for membership of the Australian Society of Certified Practising Accountants ONLY, subject to approval. Students completing this stream (but not those completing Stream 1) would have to undertake a combined subject in company and revenue law by external study after their admission to associate membership as ONE of the Australian Society of Certified Practising Accountants' additional requirements before they can advance to the Certified Practising Accountant level of membership.

Note: Students should note that the Australian Society of Certified Practising Accountants will not, in principle, accept conceded passes in subjects required by them. However, the Australian Society of Certified Practising Accountants will now accept a conceded pass in a first or second year subject, provided that a further subject in the same subject area has been passed. Further information can be obtained from the Australian Society of Certified Practising Accountants.

Recommended progression sequence:

Full-time Enrolment

Year 2 - Autumn Semester	Year 2 - Spring Semester
22320 - Accounting for Business Combinations	22420 - Accounting Standards and Regulation
22321 - Cost Management Systems	22522 - Auditing or 22226 - Business Information Systems Design
Year 3 - Autumn Semester	Year 3 - Spring Semester
22421 - Managerial Decisions and Control	22520 - Corporate Reporting: Professional and Conceptual Issues
79365 - Company Law or 22xxx - Business Information Systems Management	79462 - Revenue Law or 22xxx - Business Information Systems Implementation

Part-time Enrolment

Year 3 - Autumn Semester	Year 3 - Spring Semester
22320 - Accounting for Business Combinations	22420 - Accounting Standards and Regulation
Year 4 - Autumn Semester	Year 4 - Spring Semester
22321 - Cost Management Systems	22522 - Auditing or 22226 - Business Information Systems Design
Year 5 - Autumn Semester	Year 5 - Spring Semester
22421 - Managerial Decisions and Control	22520 - Corporate Reporting: Professional and Conceptual Issues
Year 6 - Autumn Semester	Year 6 - Spring Semester
79365 - Company Law or 22xxx - Business Information Systems Management	79462 - Revenue Law or 22xxx - Business Information Systems Implementation

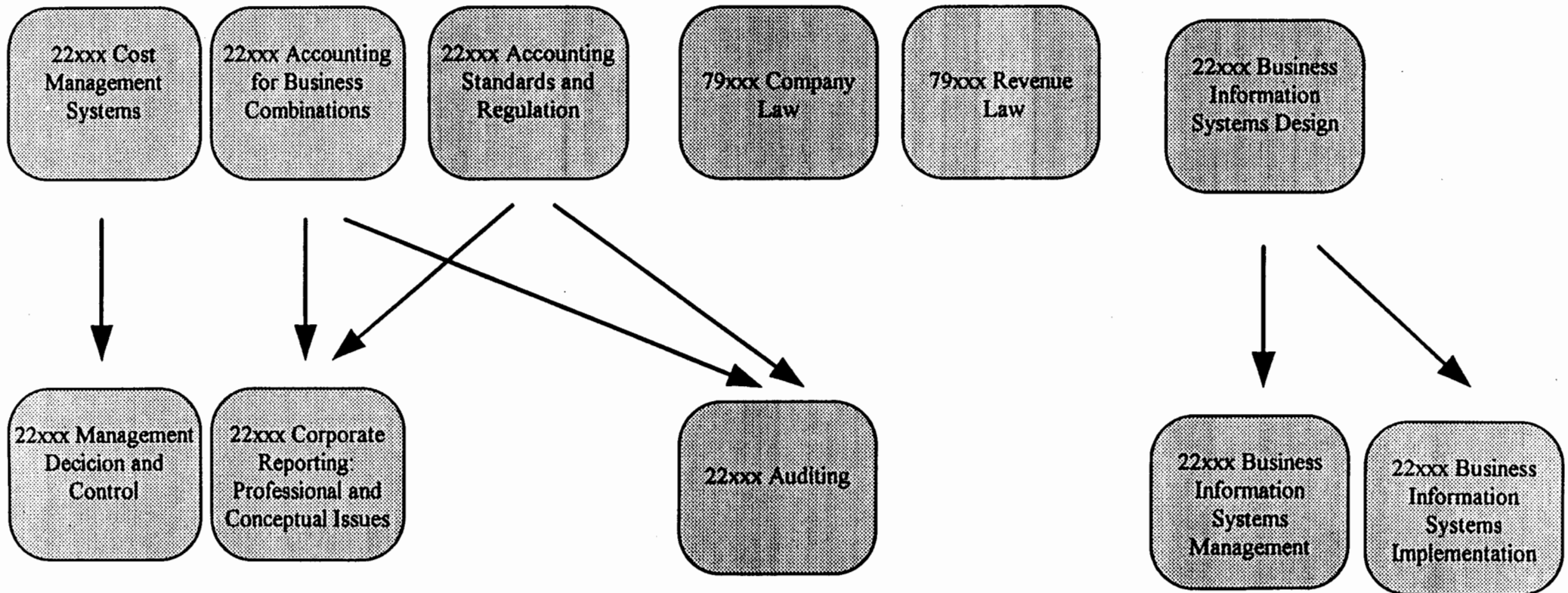
A diagram of the structure for the degree appears on the next page. As this shows, the structure is fairly flat, with only 3 or four subjects (depending on the optional stream chosen) having prerequisites other than subjects within the Bachelor of Business core. This offers students some flexibility in rearranging the subject sequence of the major to suit their own study timetables.

PREREQUISITE STRUCTURE OF THE ACCOUNTING MAJOR

Stream 1

OR

Stream 2



Note: Either 22xxx Accounting for Business Combinations or 22xxx Accounting Standards and Regulation can be taken as a corequisite

Banking Major

Aims of the Banking Major

The aims of the banking major are:

1. To provide students with a strong theoretical introduction to banking and finance. Also enable students to understand the critical issues facing banking and finance and be capable of appropriately responding to changes in the business environment.
2. To make students aware of current trends and advances in banking and in particular the development and introduction of new technologies.
3. To provide students with professional and practical training in banking and in finance and give students a sound foundation for pursuing a successful and rewarding career in banking and finance.

This major focuses on providing students with a rigorous introduction to banking and an understanding of the current practices and development taking place within the industry. In pursuing these objectives students are required to study a related group of subjects.

Senior Associateship status is offered by the Australian Institute of Bankers (AIB) for students completing the banking submajor and who have appropriate work experience.

The banking major will be offered at the City Campus only.

Objectives

On the successful completion of the banking major graduates will be able to:

1. Understand and appreciate the sound and practical practices of managing a bank especially relevant to modern financial institutions.
2. Use various analytical techniques and tools essential for the making of informed financial decisions in risk management of financial institutions, including the use of derivative securities.
3. Understand the risks inherent in managing a financial institution and the importance of capital and liquidity in risk management.
4. Understand and appreciate sound and practical bank lending practices.
5. Use various analytical technical tools essential for the making of informed lending decisions.
6. Analyse company reports to ascertain the companies cash flows and ability to repay loan funds.
7. Understand in detail the current problems associated with banking law.

8. Understand the legal issues relating to banker customer relationship.
9. Have valuable experience in learning work (so developing students interpersonal communication and leadership skills) from the bank management simulation exercise and real world case studies.
10. Understand and be able to apply quantitative techniques to financial problems, including the use of appropriate computer software packages.

Students completing the banking major will have the necessary skills for a wide range of stimulating and rewarding careers in financial institutions, government organisations, and academia. Career areas would include corporate treasury, funds management, broking, dealing, financial analysis, risk management, credit analysis and management, financial research, government finance, investment advice.

Structure

There are 8 subjects in the Banking Major Field of Study. One of these subjects will also be offered at the Honours level for intending Bachelor of Business (Honours) Degree students. This is a separate unit in Investment Analysis (Honours).

There are eight (8) required units in the Banking Major:*

- Quantitative Technique for Finance and Economics (contributes to objective 2 and 10)
- Corporate Financial Analysis (contributes to objective 1, 5 and 6)
- Commercial Bank Management (contributes to objectives 1, 2, 3, 9 and 10)
- Investment Analysis (or Hons equivalent) (contributes to objectives 2, 3 and 10)
- Bank Lending Practice (contributes to objectives 1, 4, 5, 6 and 10)
- Derivative Securities (contributes to objectives 2, 3 and 10)
- Economics of Money and Finance (contributes to objectives 1, 3, 9 and 10)
- Banking Law (contributes to objectives 1, 7 and 8)

**Students who have taken any of these subjects as part of another major, submajor or as electives will have to substitute another subject as advised by the Head of School of Finance and Economics.*

Semester Sequence (Full Time)

Semester 3	25406 Quantitative Techniques for Finance and Economics 25410 Corporate Financial Analysis
Semester 4	25409 Commercial Bank Management 25503 Investment Analysis or Investment Analysis (Honours)
Semester 5	25522 Bank Lending Practice 25620 Derivative Securities

Semester 6 79366 Banking Law
 25416 Economics of Money and Finance

Semester Sequence (Part-Time)

Semester 5 25406 Quantitative Techniques for Finance and Economics
 Elective (or Second Major)

Semester 6 25409 Commercial Bank Management
 Elective (or Second Major)

Semester 7 25410 Corporate Financial Analysis
 Elective (or Second Major)

Semester 8 25503 Investment Analysis
 Elective (or Second Major)

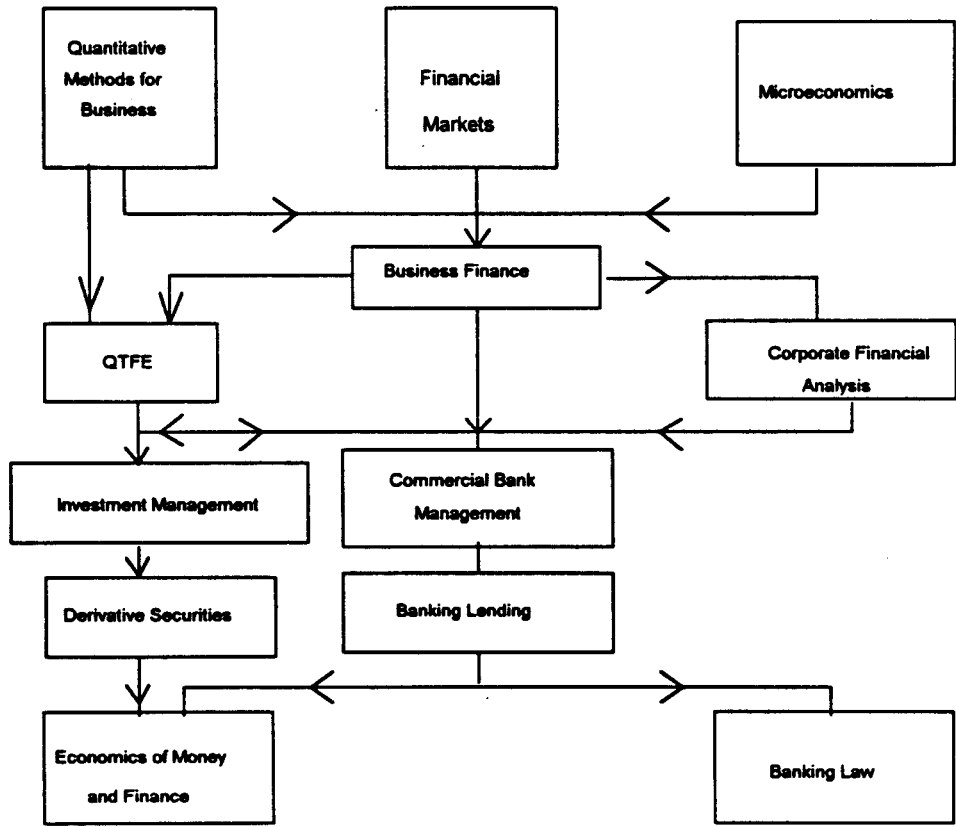
Semester 9 25522 Banking Lending Practice
 25620 Derivative Securities

Semester 10 79366 Banking Law
 Elective (or Second Major)

Semester 11 Elective (or Second Major)
 Elective (or Second Major)

Semester 12 26416 Economics of Money and Finance
 Elective (or Second Major)

Prerequisite Structure - Banking Major



Economics Major

Aims of Major

The aims of the Economics Major are:

1. To provide students with the disciplinary and vocational skills needed to pursue a career as an economist or in a related area within business or government.
2. To acquaint students with the evolving domestic and international economic environment and demonstrate its profound impact on business.
3. To introduce students to techniques of critical analysis developed by economists to more fully appreciate the working of the economic system and its effects.

The economics major will be only offered at the City Campus.

Objectives

On successful completion of the Economics Major graduates will:

1. Have an ability to analyse the economic environment in different countries focusing on the implications for business.
2. Be able to monitor and interpret macroeconomic trends locally and internationally.
3. Be able to understand and apply cost-benefit analysis and feasibility assessments to business ventures - both public and private.
4. Have an understanding of environmental management and the implications for sustainable development.
5. Understand those factors that effect productivity such as labour, innovation, research and development and technological diffusion.
6. Have an ability to analyse the impact of government on business, for example tax changes, incentives, tariffs and deregulatory policies.
7. Understand the link between various macroeconomic markets (labour, goods, assets [including money] and international) and the policy implications associated with these links.
8. An understanding of factors affecting the process of competition including competitive/comparative advantage.
9. An understanding of the impact of changes national and global changes on industry structure.
10. An appreciation of the role of financial markets in the operation of the economy plus an appreciation of the importance of the finance sector to the economy as a whole.

The general theme uniting all of the courses that make up the major will be the *international* focus given.

Structure

There are eight (8) required units in the Economics Major.*

- Quantitative Techniques for Finance and Economics (contributes to objectives 1 and 2)
- Microeconomic Theory and Policy (contributes to objectives 3, 4, and 6)
- Macroeconomic Theory and Policy (contributes to objectives 5, 7 and 10)
- Industry Economics (contributes to objectives 3, 4, 6, 8 and 9)
- Economics of Money and Finance (contributes to objectives 7 and 10)
- Labour Market Economics (contributes to 5, 7 and 9)
- International Economics (contributes to objectives 1, 2, 6, 7 and 8)
- Asian-Australian Economic Relations (contributes to objectives 1, 2 and 8)

**Students who have taken any of these subjects as part of another major, submajor or as electives will have to substitute another subject as advised by the Head of School of Finance and Economics.*

Semester Sequence (Full Time Major in Economics)

Semester 3	25406 Quantitative Techniques for Finance and Economics 25210 Microeconomic Theory and Policy
Semester 4	25309 Macroeconomic Theory and Policy 25303 Industry Economics
Semester 5	25315 International Economics 25304 Asian-Australian Economic Relations
Semester 6	25416 Economics of Money and Finance 25305 Labour Market Economics

Semester Sequence (Part Time Major in Economics)

Semester 5	25406 Quantitative Techniques for Finance and Economics
Semester 6	25309 Macroeconomic Theory and Policy
Semester 7	25210 Microeconomic Theory and Policy
Semester 8	25303 Industry Economics
Semester 9	25315 International Economics
Semester 10	25416 Economics of Money and Finance
Semester 11	25304 Asian Australian Economic Relations
Semester 12	25305 Labour Market Economics

Finance Major

Aims of the Finance Major

The aims of the finance major are:

1. To provide students with a strong intellectual training in the foundation techniques and issues of the finance discipline, thus enabling them to understand finance, to think critically and creatively about financial problems, and to adapt to the rapidly changing financial environment.
2. To make students aware of current trends and advances in finance, thus enabling them to be at the forefront of both new developments and the adoption of new technologies.
3. To provide students with a practical and professional training in finance, thus enabling them to pursue a successful career in business.

The finance major will be offered on both the City and Kuring-gai Campus.

Objectives

On the successful completion of the finance major graduates will be able to:

1. Analyse the financial environment both nationally and internationally focussing on the implications for Australian business.
2. Apply risk management techniques in the modern investment environment, including the use of derivative securities.
3. Develop an understanding of and an ability to apply quantitative techniques to financial problems, including the use of appropriate computer software packages.
4. Understand and analyse trends and issues in corporate finance.
5. Analyse and interpret corporate financial data.
6. Appreciate the international dimensions of financial risk and management.

Students completing the finance major will have the necessary skills for a wide range of stimulating and rewarding careers in companies, government organisations, academia, trading and merchant banks and other financial institutions. Career areas would include corporate planning, project evaluation, corporate treasury, funds management, broking, dealing, financial analysis, risk management, credit analysis and management, financial research, government finance, investment advice, financial training, corporate re-structuring and financial publishing.

Structure

There are 8 subjects in the Finance Major Field of Study. Two of these subjects will also be offered at the Honours level for intending Bachelor of Business (Honours) Degree students and for students

enrolled in the Bachelor of Mathematics and Finance Degree offered in conjunction with the Faculty of Mathematics and Computing Sciences. These are separate units in Capital Budgeting and Valuation (Honours) and Investment Analysis (Honours).

There are eight (8) required units in the Finance Major:*

- Quantitative Technique for Finance and Economics (contributes to objective 2 and 3)
- Corporate Financial Analysis (contributes to objective 1 and 5)
- Capital Budgeting and Valuation (or Hons equivalent) (contributes to objectives 1, 2 and 4)
- Investment Analysis (or Hons equivalent) (contributes to objectives 2 and 3)
- Financing Decisions and Capital Market Theory (contributes to objectives 1, 4 and 5)
- Derivative Securities (contributes to objectives 2 and 3)
- Applied Financial Management (contributes to objectives 1,2,3,4,5)
- International Financial Management (contributes to objectives 1,2,6)

**Students who have taken any of these subjects as part of another major, submajor or as electives will have to substitute another subject as advised by the Head of School of Finance and Economics.*

Semester Sequence (Full Time)

Semester 3	25406 Quantitative Techniques for Finance and Economics 25410 Corporate Financial Analysis
Semester 4	25506 Capital Budgeting & Valuation or Capital Budgeting & Valuation (Honours) 25503 Investment Analysis or Investment Analysis (Honours)
Semester 5	25621 Financing Decisions and Capital Market Theory 25620 Derivative Securities
Semester 6	25420 Applied Financial Management 25421 International Financial Management

Semester Sequence (Part-Time)

Semester 5	25406 Quantitative Techniques for Finance and Economics Elective (or Second Major)
Semester 6	25506 Capital Budgeting and Valuation Elective (or Second Major)
Semester 7	25410 Corporate Financial Analysis Elective (or Second Major)
Semester 8	25503 Investment Analysis Elective (or Second Major)

Semester 9	25621 Financing Decisions and Capital Market Theory 25620 Derivative Securities
Semester 10	25421 International Financial Management Elective (or Second Major)
Semester 11	Elective (or Second Major) Elective (or Second Major)
Semester 12	25420 Applied Financial Management Elective (or Second Major)

International Business Major

Introduction

The International Business major reflects the growing importance of the global economy in contemporary business activity. The major provides students with a foundation of core studies in international business, a range of international electives, and a capstone subject providing practical experiences in the international business arena.

Aim of the International Business Major

The aim of the International Business major is to provide students with the knowledge, competencies and understandings necessary to function effectively in an international business environment.

Objectives

On successful completion of the International Business major students will:

- have knowledge and understanding of the international aspects of core disciplinary areas underlying contemporary business and the related professions
- have knowledge of, and sensitivity to, business and professional practices across international and intercultural boundaries, and be able to communicate effectively across these boundaries
- have experience in practical aspects of business operations in an international context
- understand, and appreciate the importance of, differing value systems and ethics underlying business practice across different cultures in international business
- understand the role of international business in the context of the changing political, social and economic international environment
- be able to apply a range of business disciplines to the development of business offshore

Contribution to the Degree

This major extends the international opportunities provided for students in the B Bus degree. It contributes directly to the aim and objectives of the degree program, and further develops the integrating themes, from an international perspective.

The International Business major may be taken as a stand alone major, or as a second major complementary to the other majors provided in the degree. The major provides a useful program of study for students seeking a professional career in international business, for exchange students from other universities (for example Humberside) and for students enrolled in the combined B Bus/BA (International Studies) degree.

Structure of the International Business Major

Students will be required to complete 48 credit points in the International Business major, as follows.

Four Foundation Subjects (24 cp)¹

21591 International Management
24220 International Marketing
25421 International Financial Management
22240 International Accounting

Three Elective Subjects (18cp) chosen from

21593 International Business and Government.
25315 International Economics
25304 Asian/Australian Economic Relations
24517 Contemporary Issues in International Marketing
24607 International Marketing Management Project
79603 International Business Law and Regulation
22309 Accounting for Overseas Transactions
21306 International Employment Relations
21530 Global Strategy
21531 Managing the International Organisation
16751 International Real Estate

OR any other international subject, with approval of the Director of the International Business Major

Capstone Subject (6cp)²

21532 Applied International Business
OR
24518 International Marketing Country Study (12cp)³
OR
21595 International Management Field Study

¹ Students who have completed one of the international foundation subjects as part of another major or submajor will be required to take four international elective subjects rather than three elective subjects.

² Each of these subjects provide students with practical experiences in an international environment. The subjects International Marketing Country Study (12cp) and International Management Field Study will involve students in significant expenses for overseas travel, and places will be limited. Consequently, Applied International Business is provided as a no cost alternative subject.

International Marketing Country Study is a 12 credit point subject. Students who take this subject will only be required to take two 6 credit point elective subjects.

Management Major

Introduction

The management major is designed to build on the foundations established in the core units of the Bachelor of Business and as such continues to emphasise the four contemporary themes which integrate the degree. It will enable students to acquire a knowledge of the theoretical bases of management as well as developing understandings and competencies associated with the practice of management generally, and in particular in the specific areas of employment relations, business process management and change management. The major also provides students with a foundation knowledge of organisational structure and design as well as an understanding of the broader context in which organisations operate both in Australia and internationally.

Aims

The aims of the management major are:

- to provide a knowledge of the theory and develop an understanding of the practice of management as applied in Australian and international contexts
- to facilitate the acquiring of the skills and competencies necessary to establish or further build a career in management

Objectives

On completion of the management major students will:

- have an understanding of a range of theoretical approaches to management
- have developed foundation intra and interpersonal skills critical for the effective practice of management in both Australian and internationally
- have an appreciation of the context in which businesses operate both in terms of interrelationships between business and government and across international and inter-cultural boundaries
- have a foundation knowledge of specific areas of management including employment relations, business process management and the management of change in organisations
- have an understanding of organisational structure and design
- have an appreciation of ethics and of the role of communication and information technology in the management of organisations in Australia and internationally

Contribution to the degree

The management major contributes to fulfilment of the aims and objectives of the Bachelor of Business degree by building on the foundations established in the core subjects through further developing knowledge, competencies and values which will enable the establishment or ongoing development of a career in management. As part of this process it will provide students with an understanding of ethical issues critical to their professional and personal careers as managers. It will develop an understanding of communication and its role in the development and maintenance of organisational relationships and of role of information technology as a critical enabling resource in the future management of organisations both in Australia and internationally.

The theoretical components of the major in particular will develop students critical and analytical skills, while the subjects which focus on the practice of management will provide foundation knowledge of the vocational competencies critical in the effective management of organisations and people within organisations across national and international boundaries.

Students completing the management major will have acquired the theoretical knowledge and practical competencies to undertake management trainee-ships, to build on careers already established in management in both public and private sectors or to establish or build careers in management consultancies or as corporate advisers to both public and private sectors .

Structure of the management major

The management major consists of eight compulsory subjects each worth six credit points. These are:

- 21440 Management Skills
- 21365 Analysing Management Thinking
- 21221 Organisational Structure and Change
- 21210 Business, Government and Society
- 21306 International Employment Relations
- 21131 Business Process Management
- 21591 International Management
- 21630 Managing the Strategy Process

Marketing Major

Introduction:

The marketing major develops an understanding of the fundamental role of marketing and its specific nature in different types of domestic and international markets through the study of marketing management and marketing in the macro environment and the development of the skills essential to effectively participate in the market place.

Aims:

- To provide students with an understanding of the marketing process in society.
- To provide students with theoretical background and practical exposure to all aspects of modern marketing practice.
- To provide a foundation for a process of life-long educational development in marketing.
- To provide the public and private sector with well trained and educated graduates possessing the skills necessary for today's and tomorrow's needs.
- To provide an international perspective for graduates of this degree.

Objectives

Upon completion of the degree, students should have:

- Knowledge and communication skills essential to the practice of marketing.
- A fundamental understanding of all major discipline areas of marketing.
- An integrated knowledge of the marketing discipline areas.
- An expertise in the management of marketing information and marketing information technology.
- An understanding of marketing ethics and an ability to apply these through more efficient and effective exchange processes.

Contribution to degree

The understanding of marketing processes, theoretical grounding and skill development which the major aims to achieve provide the knowledge, competencies and values necessary for a career in marketing and/or related professions. The more specific understanding and skills developed within the major are:

- critical and analytical skills and their role in effective decision making,
- written and oral communication skills,
- information gathering and analysis skills in the high technology information environment and an ability to incorporate analysed information into marketing planning,
- a solid grounding in the ethics of the market and the firms within it, and
- an international perspective with the necessary intercultural sensitivity to enable effective marketing activities in different settings.

The marketing major achieves its aims and objectives in a number of ways. It integrates the main discipline areas in marketing. A number of different theoretical perspectives in marketing are compared and contrasted within different subjects within the major, in particular:

- effective buying and selling roles and behaviour,
- marketing in the domestic and international environments,
- micro marketing which is the role of the individual firm and the management of marketing activities, and macro marketing which considers the wider perspective, the impact of the collective actions of firms upon marketing systems and society as a whole.

This approach both develops the foundations of knowledge which are necessary for a career in marketing and facilitates a substantial development of critical and analytical skills.

Both an understanding of theoretical bases upon which marketing and its managerial applications are built and the development of specific marketing skills are the goals of the major's subjects. The integration of both facets provides students with the ability to immediately contribute to an organisation with relevant job skills, to develop those job skills through time as the organisation changes and to have some understanding of the forces which are driving market changes, thus enabling them to contribute to an organisation's strategies for responding to those changes.

Particular emphasis is placed on development of understanding and skills relating to information management and competence with marketing information technology. Three of the subjects undertaken in the major are concerned with this area of marketing. Students completing these subjects are competent and confident in a computer environment and can effectively organise and report information through this medium.

Additional professional, vocational and personal development is achieved through the marketing major. An emphasis in all subjects is the reaching out to the wider community. Students are required to observe, question and report how marketing operates around them. This results in a growth in personal confidence and social skills as well as increased knowledge of the discipline. Some portion of this interaction with the community is with those working within the marketing profession. An understanding of actual and best practice in marketing

and business generally results from this. This understanding is reinforced and enhanced as students in general present their findings within their classes.

Much intensive grounding in business, and in particular research ethics, occurs within the information management 'stream' of subjects. An understanding of ethical behaviour in general business and marketing environments which has been gained in other subjects is substantially developed in the context of information gathering and analysis. Ethics as it applies to the collection and communication of information are considered in all subjects in the major but are a substantial focus of two subjects.

The marketing major dedicates one subject to the understanding its international context and practice of skills needed in this context. This international approach is also integrated through many of the other subjects in the major with different marketing behaviours and practices compared in subject-specific contexts.

Upon completion of this major students will be equipped to undertake careers in purchasing, sales, product management, market research and other business management positions containing a substantial portion of marketing and/or research work.

Structure Of The Major:

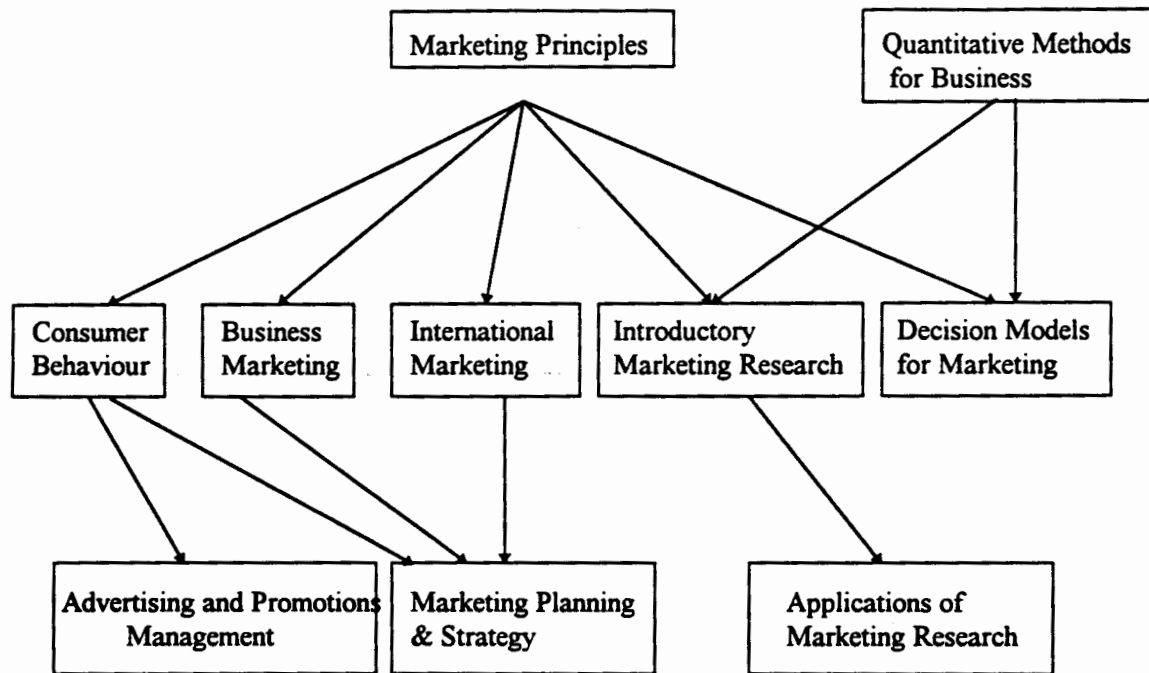
The eight required subjects are:

- 24202 Consumer Behaviour
- 24205 Business Marketing
- 24220 International Marketing
- 24309 Introductory Marketing Research
- 24331 Decision Models in Marketing
- 24210 Advertising and Promotions Management
- 24330 Applications of Marketing Research
- 24415 Marketing Planning and Strategy

The specific nature of each subject and contribution to the major are contained in the subject outlines.

All subjects have a prerequisite of the core subject, Principles of Marketing. And some subjects have additional prerequisites from the core. These are referred to in the individual subject outlines.

Within the major itself the prerequisite structure is as indicated following:



Tourism Major

Introduction

This major has been designed to provide students with appropriate skills and knowledge to pursue careers in a range of tourism industry firms and organisations.

Aim

To develop an understanding of management, marketing and planning theories and practice within the context of the Tourism Industry.

Objectives

On successful completion of the tourism major students should be able to:

- (i) Analyse management, marketing and planning issues associated with the tourism phenomenon using a systems framework;
- (ii) Recognise the nature and characteristics of the tourism industry and the markets it serves;
- (iii) Assess and develop marketing and management strategies within the context of tourism firms and organisations;
- (iv) Discuss the two way relationship that exists between tourism and its socio-cultural, economic, technological, political, legal and physical environments; and
- (v) Examine alternative approaches to planning tourism development in destination areas.

Contribution to the Degree

The Tourism major builds upon the knowledge, competencies and values developed in the core of the Bachelor of Business program. Specifically, it seeks to further develop skills and knowledge associated with critical and analytical thought, strategic marketing and management, and research. The context in which this knowledge, and these skills, are developed is that of the tourism phenomenon in general and the tourism industry in particular.

Subjects chosen for inclusion within the major have been selected with industry employment and continued personal and professional development in mind. This development is predicated upon an understanding of disciplinary, professional, and vocational skills and knowledge, as well as the provision of opportunities for personal growth.

Underlying themes present in the Bachelor of Business core, notably communication, information technology, ethics and international/intercultural management are continued within this major as is indicated in Figure 1.

Figure 1: Contribution to Underlying Themes in the Bachelor of Business Program.

SUBJECT	Communication	Information Technology	Ethics	International Intercultural Management
Tourism Systems	1		2	1
The Tourism Industry	1	1	2	1
Tourist Behaviour	1	2	1	1
Tourism's Environmental Interactions	1	2	1	1
Tourism's Services Marketing	1	1	1	1
Tourism Management	1	1	1	1
Leisure & Tourism Planning	1	1	2	1
Human Resources Management	1	2	1	1

**NOTE: 1. Significant
2. Minor**

Structure of the Major

The tourism management major comprises 8 subjects of 6 credit points.

SUBJECT	PRE-REQUISITE	CO-REQUISITE
27128 Tourism Systems	Nil	
27648 The Tourism Industry		27128 Tourism Systems
27632 Tourist Behaviour	27128 Tourism Systems	
27327 Tourism's Environmental Interactions		
27642 Tourism Services Marketing	24105 Principles of Marketing 27648 The Tourism Industry	
27631 Tourism Management	27648 The Tourism Industry	
27523 Leisure and Tourism Planning	Nil	
21555 Human Resource Management	Nil	

Students undertaking this major would normally undertake subjects in the following order commencing in the second year of their degree:

Autumn

27128 Tourism Systems

27648 Tourism Industry

27327 Tourism's Environmental Interactions

Spring

27632 Tourist Behaviour

Autumn

27631 Tourism Services Management

21555 Human Resource Management

27523 Leisure and Tourism Planning

Spring

27642 Tourism Services Marketing

NOTE: This pattern of subjects is as currently offered.

Submajors

The submajors offered as part of the B Bus program provide students with a wide range of disciplinary areas into which they can extend their studies. The program enables students to take submajors from most UTS faculties.

The submajors offered in the degree fall broadly into three groups, with some overlap between the groups:-

- specialist submajors which provide extended studies in an aspect of a disciplinary area
- generalist submajors which provide an overview of a field for students not majoring in the same area
- complementary submajors which provide studies in a field in which students wish to extend their knowledge and understanding, additional and complementary to their business studies

It should be noted that the offering of a submajor within the **Faculty of Business** will be dependent on the number of students wishing to take the submajor. It may not be possible to offer submajors on both Kuring-gai and Markets campus. Please refer to Appendix 2 for details.

Submajors offered by **other UTS faculties** will generally be offered on the campus at which the relevant Faculty is located.

In selecting a submajor students will need to take account of Faculty policy in relation to **Credit Substitution and Replacement and Overspecialisation**.

Faculty of Business

School of Accounting

PROFESSIONAL ACCOUNTING & AUDITING PRACTICE

Introduction

This submajor is designed to provide accounting major students with further knowledge and competencies in areas of professional accounting practice. It covers a range of advanced topics in the areas of professional ethics, auditing and relevant areas of law. The submajor is only open to students completing a major in Accounting. The submajor is only available to students completing the Accounting major.

Aims of the Professional Accounting & Auditing Practice submajor

The aims of the Professional Accounting & Auditing Practice submajor are:

1. To provide students with an opportunity to further develop their knowledge and competencies and enhance their disciplinary depth as a professional accountant; and
2. To provide background knowledge for accounting students future study for the professional entry programmes of the Australian Society of CPAs or The Institute of Chartered Accountants in Australia

Contribution to the Degree

This submajor contributes to the Bachelor of Business degree by building upon the contribution made by the accounting major. Professional accounting practice is a major arena of social activity and one where a significant proportion of accounting graduates will be employed. This submajor provides a critical coverage of the knowledge, skills, values and other competencies in key substantive areas of professional accounting practice.

Structure of the Professional Accounting & Auditing Practice Submajor

22xxx Ethics and Accountants	[Prerequisite: 22320 Accounting for Business Combinations or 22420 Accounting Standards and Regulation plus 22321 Cost Management Systems]
22523 Special Topics in Auditing	[Prerequisite: 22522 Auditing]
22512 Advanced Auditing Techniques	[Prerequisite: 22522 Auditing]
Plus one of the following:	
79411 Advanced Companies and Securities Law	[Prerequisite: 79365 Company Law]
79606 Advanced Revenue Law	[Prerequisite: 79462 Revenue Law]
79666 Advanced Income Tax Law	[Prerequisite: 79462 Revenue Law]

Students should note that the prerequisite structure for this submajor can be met by completing the optional Stream 1 within the Accounting Major. If Stream 2 is undertaken as part of the major, then the above prerequisites need to be completed as part of your electives in the equivalent of the 2nd year of full-time study.

FINANCIAL REPORTING

Introduction

This submajor is designed for students in Bachelor of Business majors other than the accounting major who wish to gain a detailed working knowledge of financial reporting issues. It builds upon the basic accounting subjects within the Bachelor of Business core to provide knowledge, skills and competencies in the areas of financial statement preparation for a range of different business entities, the regulatory frameworks surrounding financial statement preparation and other issues in financial reporting such as financial statement analysis and international reporting.

Aims of the Financial Reporting submajor

The aims of the Financial Reporting submajor are:

1. to provide an opportunity for students who are undertaking studies in areas frequently using accounting information to obtain an understanding of the basis upon which financial statements are constructed and analysed; and
2. to develop the ethical and other values necessary to be a responsible user of accounting.

Contribution to the Degree

Various dimensions of accounting are significant activities within the management of modern organisations and within society generally. The preparation and use of financial reports is one important arena of accounting that affects a wide range of people other than accountants. This submajor provides the knowledge, skills and competencies in the areas of financial statement preparation for a range of different business entities, the regulatory frameworks surrounding financial statement preparation and other issues in financial reporting such as financial statement analysis and international reporting, so that non-accounting major graduates can be knowledgeable preparers and users of financial reports.

This set of skills is a useful complement to all business career paths, but it is particularly relevant to those seeking to follow 'financial-orientated' careers, such as those in economics, finance or banking.

Structure of the Financial Reporting Submajor

22320 Accounting for Business Combinations [Prerequisite: 22205 Accounting B]

22420 Accounting Standards and Regulation [Prerequisite: 22205 Accounting B]

Plus two of the following:

22319 Issues in Financial Statement Analysis [Prerequisite: 22420 Accounting Standards and Regulation and 26122 Quantitative Methods for Business]

22240 International Accounting [Prerequisite: 22205 Accounting B]

22xxx Government Accounting [Prerequisite: 22205 Accounting A]

22610 Accounting for Insolvency [Prerequisite: 22205 Accounting B]

MANAGEMENT REPORTING

Introduction

This submajor is designed for students in Bachelor of Business majors other than the accounting major who wish to gain a detailed working knowledge of management reporting issues. It builds upon the basic accounting subjects within the Bachelor of Business core to provide knowledge, skills and competencies in the areas of preparation and management of costs, financial and operational control issues, performance evaluation issues and other issues in control and information system design and management.

Aims of the Management Reporting submajor

The aims of the Management Reporting submajor are:

1. to develop a foundation of knowledge and competencies in accounting for managers with any business disciplinary background; and
2. to develop the ethical and other values necessary to be a responsible user of accounting.

Contribution to the Degree

Various dimensions of accounting are significant activities within the management of modern organisations and within society generally. The preparation and use of management reports is one important arena of accounting that affects a wide range of people other than accountants. This submajor provides the knowledge, skills and competencies in the areas of preparation and management of costs, financial and operational control issues, performance evaluation issues and other issues in control and information system design and management, so that non-accounting major graduates can be knowledgeable preparers and users of management reports.

This sets of skills is a useful complement to all business career paths, but it particularly relevant to those seeking to follow management careers in either specialist functional areas, such as the marketing function, or in general management.

Structure of the Management Reporting Submajor

22321 Cost Management Systems	[Prerequisite: 22205 Accounting B]
22421 Managerial Decisions and Control	[Prerequisite: 22205 Cost Management Systems]

Plus two of the following:

22318 Contemporary Issues in Management Accounting Decisions and Control]	[Prerequisite: 22421 Managerial Decisions and Control]
22226 Business Information Systems Design	[Prerequisite: Nil]
22xxx Business Information Systems Management	[Prerequisite: 22226 Business Information Systems Design]
22xx Business Information Systems Implementation	[Prerequisite: 22226 Business Information Systems Design]

SOCIETAL & CORPORATE ISSUES IN ACCOUNTING

Introduction

This submajor is designed to provide all majors within the Bachelor of Business with an introduction to the knowledge, skills and competencies in understanding, analysing and reporting the impact of environmental and other social issues on corporate activities. The focus of the submajor is on the financial reporting issues, legal frameworks and practical problems in reporting and communicating the environmental problems and solutions faced by modern corporate enterprises.

Aims of the Societal & Corporate Issues in Accounting submajor

The aims of the Societal & Corporate Issues in Accounting submajor are:

1. to provide students with the opportunity to understand and analyse the impact of environmental issues on corporate financial reporting;
2. to incorporate the requirements of legislation into a wider context of corporate responsibility;
3. to demonstrate skills in the formulation of practical solutions to problems in reporting and in communicating these problems and solutions; and
4. to enhance students' understanding of the importance of ethics and their impact on the responsibility of the professional accountant and their contribution to media debate about these issues.

Contribution to the Degree

All corporations face a diverse range of environmental and social problems for which various stakeholder groups wish access to information on their extent and the impact of various solutions. Reporting on such issues requires the consideration of financial and other measurement issues, relevant legal frameworks and communication issues. This submajor provides an introduction to the knowledge, skills and competencies in accounting for environmental and social issues, including relevant legal issues, and reporting and communicating these issues.

This set of skills is a useful complement to all business career paths. It provides a diverse set of skills which are relevant to a wide range of commercial and government organisations.

Structure of the Societal & Corporate Issues in Accounting Submajor

22xxx Social and Environmental Accounting	[Prerequisite: 22205 Accounting B]
79660 Environmental Law in Business	[Prerequisite: 79658 Business Law]
53xxx Business and the Media	[Prerequisite: Nil]

Plus one of the following:

22xxx Government Accounting

[Prerequisite: 22105 Accounting A]

22319 Issues in Financial Statement Analysis

[Prerequisite: 22420 Accounting Standards and Regulation and 26122 Quantitative Methods for Business]

22xxx Ethics and Accountants [Prerequisite: 22320 Accounting for Business Combinations or 22420 Accounting Standards and Regulation plus 22321 Cost Management Systems]

SMALL BUSINESS ACCOUNTING

Introduction

This submajor is designed to provide all majors within the Bachelor of Business with an introduction to the knowledge, skills and competencies for business planning, financial and managerial reporting and other relevant legal, marketing and accounting issues for small and medium sized enterprises. The focus of the submajor is on how business planning, financial and managerial accounting preparation and analysis of reports, and marketing issues need to be adapted to a small and medium sized enterprises environment.

Aims of the Small Business Accounting submajor

The aim of the submajor is:

1. to provide students with the opportunity focus their studies on the accounting needs and requirements of small business and service industries in Australia.

Contribution to the Degree

Small and medium sized enterprises form a significant part of the Australian economy. The preparation of business plans and the preparation and analysis of financial and managerial reports for these enterprises raise some specific issues. This submajor provides the knowledge, skills and competencies in the areas of business planning, preparation and management of costs, financial and operational control issues, and other issues of management within a small and medium sized enterprises context.

This set of skills is a useful complement to all business career paths. For accounting majors it represents an extension of their general accounting knowledge to better prepare them for a career within this sector. For other Bachelor of Business majors it represents an introduction to the financial and managerial reporting skills that will complement their other disciplinary knowledge for employment within the small and medium sized enterprises.

Structure of the Small Business Accounting Submajor

22566 Accounting for Small Business 1 [Prerequisite: Nil]

Plus three of the following:

22567 Accounting for Small Business 2	[Prerequisite: 22205 Accounting B]
22309 Accounting for Overseas Transactions	[Prerequisite: 22105 Accounting A]
24xxx Business Marketing	[Prerequisite: 24105 Principles of Marketing]
24xxx Marketing of Services	[Prerequisite: 24105 Principles of Marketing]
79761 Indirect Taxation	[Prerequisite: 79462 Revenue Law]
22xxx Accounting for Service Industries 1	[Prerequisite: 22xxx Accounting A]
22xxx Accounting for Service Industries 2	[Prerequisite: 22xxx Accounting for Small Bus 1]

INTERNATIONAL ACCOUNTING⁴

Introduction

This submajor is designed to introduce students to a range of issues with special reference to the comparative development of national accounting systems, international accounting standards and transnational reporting issues. These issues are critical to the management and reporting of the affairs of the modern transnational corporation.

Aims of the International Accounting submajor

The aims of the International Accounting submajor are:

1. to enable students to explore the complexity and the diversity of the international dimensions of accounting and related law.

Contribution to the Degree

Transnational enterprises are an increasing feature of modern economies. They raise a number of special accounting and legal issues, particularly in the areas of accounting regulation and reporting. This submajor contributes to the objectives of the Bachelor of Business by focusing on the knowledge, skills and competencies required to understand and evaluate; the comparative development of national accounting systems and their associated legal frameworks; the development and application of international accounting regulation systems and standards, and transnational reporting issues in general. It provides an introduction to these issues as a foundation for further specialised study and or work experience.

This area of specialisation is one which a number of business graduates will find useful as a complement to their primary studies within their chosen Bachelor of Business major. It will provide knowledge and skills relevant to employment in transnational enterprises or public sector organisations associated with such enterprises.

Structure of the International Accounting Submajor

22240 International Accounting	[Prerequisite: 22205 Accounting B]
22309 Accounting for Overseas Transactions	[Prerequisite: 22105 Accounting A]
Plus 2 of the following:	
79603 International Business Law and Regulation	[Prerequisite: 79658 Business Law]
25731 International Financial Management	[Prerequisite: 25506 Capital Budgeting and Valuation, 25621 Financing Decisions and Capital Market Theory, and 25620 Derivative Securities]
21517 International Management	[Prerequisite: 21xxx International Business Environment and 21xxx Management and Organisation]
24220 International Marketing	[Prerequisite: 24105 Principles of Marketing]

⁴ This submajor is subject to approval by relevant professional bodies

CONTEMPORARY ISSUES IN ACCOUNTING

Introduction

This submajor is designed to introduce students to a range of contemporary accounting issues for valuation, superannuation and other specialised accounting and regulatory arenas. These issues address a range of critical management and reporting problems and solutions faced by a wide range of business and public sector organisations.

Aims of the Contemporary Issues in Accounting submajor

The aims of the Contemporary Issues in Accounting submajor are:

to provide an opportunity for students who are undertaking studies in the application of accounting information to obtain an understanding of matters associated with accounting practices which are not dealt with in the main accounting stream.

Contribution to the Degree

There is increasingly complexity in many areas of accounting and regulatory practice in modern societies. As a consequence, a number of special accounting and legal issues, particularly in the areas of valuation, superannuation, taxation and transnational activities. This submajor contributes to the objectives of the Bachelor of Business by focusing on the knowledge, skills and competencies required to understand and evaluate the specific accounting and regulatory issues in these contemporary areas of business practice. It provides an introduction to these issues as a foundation for further specialised study and or work experience.

This area of specialisation is one which a number of business graduates will find useful as a complement to their primary studies within their chosen Bachelor of Business major. It will provide knowledge and skills relevant to employment in many business or public sector organisations.

Structure of the Contemporary Issues in Accounting Submajor

22xxx Accounting for Valuation	[Prerequisite: Nil]
22xxx Accounting for Superannuation	[Prerequisite: 22205 Accounting B]
Plus two of the following:	
22xxx Accounting Implications of Structures and Taxation	[Prerequisite: 22205 Accounting B]
22319 Issues in Financial Statement Analysis	[Prerequisite: 22420 Accounting Standards and Regulation and 26122 Quantitative Methods for Business]
22xxx International Accounting	[Prerequisite: 22205 Accounting B]
22xxx Government Accounting	[Prerequisite: 22105 Accounting A]
22xxx Accounting for Insolvency	[Prerequisite: 22205 Accounting B]

School of Finance and Economics

BANKING

Introduction

The banking submajor is a long established area within the UTS School of Finance and Economics. It provides an opportunity for graduates to prepare themselves for a career in banking.

Aims of Submajor

The banking submajor represents an integrated set of banking subjects to equip students with the necessary skills which have a direct relevance to financial institutions. The concentration of subjects in the submajor enable students to acquire knowledge and skills that will develop a better understanding of intricate issues and risks facing bank and financial institutions that should enable participation in banks.

By undertaking this submajor, students will gain a comprehensive understanding of current developments in banking as it affects the management and practices of this area of commerce. Students study a related group of subjects which encourages students to follow banking practice in depth and will therefore enhance career and promotional opportunities.

Senior Associateship status is offered by the Australian Institute of Bankers (AIB) for students completing the banking submajor and who have appropriate work experience.

The banking submajor will only be offered at the City campus.

Objectives

On successful completion of the subject in this submajor students should be able to:

1. Understand and appreciate the sound and practical practices of managing a bank especially relevant to modern financial institutions.
2. Use various analytical techniques and tools essential for the making of informed financial decisions in risk management of financial institutions.
3. Understand the risks inherent in managing a financial institution and the importance of capital and liquidity in risk management.
4. Develop and understanding and appreciation of sound and practical bank lending practices and delivery of services in modern financial institutions.
5. Use various analytical technical tools essential for the making of informed lending decisions.
6. Be able to analysis company reports to ascertain the companies cash flows and ability to repay loan funds.
7. Develop a detailed understanding of the current problems associated with banking law.

8. Develop a knowledge and the legal issues relating to bankers customer relationship.
9. Gain valuable experiences in learning work (so developing students interpersonal communication and leadership skills) from the bank management simulation exercise and real world case studies.

Students completing the banking submajor will have the necessary skills for a wide range of stimulating and rewarding careers in financial institutions. Careers in the industry are wide and varied from the retail banking sector to merchant banking.

Structure

Students must complete the all of the following subjects to meet the academic requirements of the submajor.

- 79366 Banking Law
- 25409 Commercial Bank Management
- 25522 Bank Lending Practice
- 25410 Corporate Financial Analysis⁵

Semester Sequence (Full Time Submajor in Banking)

- Semester 3** 25410 Corporate Financial Analysis
- Semester 4** 25409 Commercial Bank Management
- Semester 5** 25522 Bank Lending Practice
- Semester 6** 79366 Banking Law

Semester Sequence (Part Time Submajor in Banking)

- Semester 5** 25410 Corporate Financial Analysis
- Semester 6** 25409 Commercial Bank Management
- Semester 7** 25522 Bank Lending Practice
- Semester 8** 79366 Banking Law

⁵ *Finance majors and finance submajors will be required to substitute Economics for Money and Finance.*

ECONOMICS

Introduction:

The economics submajor provides the opportunity for Bachelor of Business students in any discipline to further their studies in microeconomic and macroeconomic theory and business policy and in the key areas of industry and labour market economics.

Aims of Submajor

1. To introduce students to techniques of critical analysis developed by economists to more fully appreciate the working of the economic system and its effects.
2. To acquaint students with the evolving economic environment and demonstrate its profound impact on business.

The economics submajor will only be offered at the City campus.

Objectives

Upon completion of Economic submajor students will have:

1. An understanding of the way economic forces crucially shape the business environment.
2. Be able to understand and apply cost-benefit analysis and feasibility assessments to business ventures - both public and private.
3. Have an understanding of environmental management and the implications for sustainable development.
4. Understand those factors that effect productivity such as labour, innovation, research and development and technological diffusion.
5. Have an ability to analyse the impact of government on business, for example tax changes, incentives, tariffs and deregulatory policies.
6. Understand the link between various macroeconomic markets (labour goods, assets [including money] and international) and the policy implications associated with these links.
7. Have an appreciation of the changing international economic environment and its impact on business (assuming suitable submajor subjects are chosen)

Structure

There are 4 required units in the economics submajor. Students are permitted a degree of choice which enables them to match such subjects offered with their own interests. The units of the economics submajor are:*

- Microeconomic Theory and Policy (contributes to objectives 1, 2, 3, 5 and 7)
- Macroeconomic Theory and Policy (contributes to objectives 1, 4, and 6)
- Industry Economics (contributes to objective 1, 2, 3, 5 and 7)
- Labour Market Economics (contributes to objective 1, 6 and 7)

**Students who have taken any of these subjects as part of another major, submajor or as electives will have to substitute another subject as advised by the Head of School of Finance and Economics.*

Submajor Selection

1. 25210 Microeconomic Theory and Policy
2. 25309 Macroeconomic Theory and Policy
3. 25303 Industry Economics
4. 25305 Labour Market Economics

Semester Sequence (Full Time Submajor in Economics)

(Note: These times may vary with particular major sequences)

Semester 3 25210 Microeconomic Theory and Policy

Semester 4 25309 Macroeconomic Theory and Policy

Semester 5 25303 Industry Economics

Semester 6 25305 Labour Market Economics

Semester Sequence (Part Time Submajor in Economics)

(Note: These times may vary with particular major sequences)

Semester 5 25210 Microeconomic Theory and Policy

Semester 6

Semester 7

Semester 8 25309 Macroeconomic Theory and Policy

Semester 9

Semester 10 25303 Industry Economics

Semester 11

Semester 12 25305 Labour Market Economics

FINANCE

Introduction:

The Finance submajor is traditionally a very popular submajor. It provides the opportunity for Bachelor of Business students from any major to strengthen their skills in key areas of financial analysis, corporate finance, capital budgeting and investment analysis. These are critically important topics in modern business management.

Aims of Submajor:

The aims of the submajor are:

- 1) To provide a student who does not wish to major in finance, with a sound introduction into the basic components of the study in finance.
- 2) To provide students with sufficient knowledge so they can comprehend current advances in finance.
- 3) To provide students a sound knowledge in:
 - a) Business mathematics and statistics;
 - b) Be familiar with and be able to interpret financial statements;
 - c) Have a good understanding of: capital budgeting techniques; cost of capital; capital structure and the effects of dividend policy upon the valuation of the firm;
 - d) Be familiar with alternative types of risk management techniques.

The finance submajor will be offered on both the City and Kuring-gai campuses.

Structure:

The submajor comprises of four units.* The subjects are:

- 25406 Quantitative Techniques for Finance and Economics
- 25410 Corporate Financial Analysis
- 25506 Capital Budgeting and Valuation
- 25503 Investment Analysis

*Students who have taken any of these subjects as part of another major, submajor or as electives will have to substitute another subject as advised by the Head of School of Finance and Economics.

Semester Sequence (Full Time)

Semester 3 25406 Quantitative Techniques for Finance and Economics
 25410 Corporate Financial Analysis

Semester 4 25506 Capital Budgeting and Valuation
or Capital Budgeting and Valuation (Hons)

25503 Investment Analysis
or Investment Analysis (Hons)

Semester Sequence (Part Time)

Semester 5 25406 Quantitative Techniques for Finance and Economics
Elective (or Second Major)

Semester 6 25506 Capital Budgeting and Valuation
or Elective (or Second Major)

Semester 7 25410 Corporate Financial Analysis
Elective (or Second Major)

Semester 8 25503 Investment Analysis
or Elective (or Second Major)

INSURANCE

Introduction

This submajor has been in existence for sometime. The insurance submajor provides in depth studies in insurance for business graduates intending to work in that industry. The Australian Insurance Institute accepts this submajor, together with requisite professional experience in the insurance industry for membership.

Aims of Submajor

The submajor aims to expose students to general insurance. Students will be equipped with the skills to perform at a managerial role in the insurance industry in various areas like reinsurance, risk management and general insurance.

The insurance submajor will only be offered at the City campus.

Objectives:

Upon completion of the insurance submajor students will have:

1. Achieved competence in the application of statistical and quantitative methods to the range and pricing of general insurance products.
2. Understood the role of reinsurance with respect tot he need for risk spreading and the protection of insurers' funds.
3. Assessed the framework of risk management within the corporate environment and developed an understanding of the operational aspects of risk management programs.
4. An ability to deal with the principal statutory controls governing the transaction of insurance business in Australia.
5. Examined the application of underwriting principles to the management of an insurance portfolio.

Structure:

There are 4 required units in the insurance submajor.

Submajor Selection

1. 25350 Principles of Risk and Insurance
2. 25403 Theory of General Insurance
3. 25552 Reinsurance
4. 25553 Risk Management

Semester Sequence (Full Time Submajor in Insurance)

Semester 5 25350 Principles of Risk and Insurance

Semester 6 25553 Risk Management

Semester 7 25552 Reinsurance

Semester 8 25403 Theory of General Insurance

Semester Sequence (Part Time Submajor in Insurance)

Semester 7 25350 Principles of Risk and Insurance

Semester 8 25553 Risk Management

Semester 9 25552 Reinsurance

Semester 10 25403 Theory of General Insurance

School of Management

School of Management Submajors

The School of Management offers five submajors. These are Management Practice, Employment Relations, International Management, Strategic Management, and Small and Medium Enterprise Management. All five will be available to students who are not undertaking the Management Major (non management major students). Students who are undertaking the Management Major will only be able to choose from submajors in Employment Relations, International Management, Strategy, and Small and Medium Enterprise Management. The Management Practice submajor which is derived from subjects within the management major will be available only to non-management major students.(see Table below))

SCHOOL OF MANAGEMENT SUBMAJORS

Employment Relations	International Management	Strategic Management	Small & Medium Enterprise Management	Management Practice
International ER	International Management	Managing the Strat Process	Business Process Mgt	Management Skills
Strategic HRM	plus three of:	plus three of:	Entrepren & Innov	International ER
Enterprise Bargaining & Workplace Relations	Managing Int Orgs	Global Strategy	Small & Med Enterprise Mgt	Business Process Mgt
Industrial & Labour Law**	International ER	Strategic HRM	Accounting for Small Bus (1)**	Managing the Strat Process
	Global Strategy	Strategic Supply Chain Mgt		
	Social & Ecol Res	Quality Management		
	Bus			
	Int. Bus & Govt			

** Offered by another School or Faculty

EMPLOYMENT RELATIONS

Introduction

The Employment Relations Submajor is suited to students who are considering/entering a career in either Human Resources Management or Industrial Relations. This submajor also prepares students whose current/future career requires a broad understanding of employment relations frameworks and practices, especially as related to links with strategic orientation of organisations and environments of rapidly changing workplace practices and legislative requirements.

Aims of the Employment Relations Submajor

The Employment Relations Submajor aims to introduce students to the frameworks governing and influencing industrial and employment relations, and to develop critical analysis skills through the study of mainstream and strategic approaches to these areas.

This submajor aims to equip students with the knowledge, skills and abilities to effectively contribute to an organisation's employment relations functions, either as a practitioner or as part of a broader management role. As such the Employment Relations Submajor is an appropriate first degree for students who either envisage gaining a position within employment relations or who have recently moved into a position in this area.

Contributions to the Course

As a result of completing the Employment Relations Submajor, students will:

- be able to utilise the knowledge, competencies and values with which to effectively contribute to an organisation's human resources, industrial relations and employment relations policies and practices;
- be able to understand and apply theoretical approaches to international and local employment relations frameworks;
- identify effective ways to contribute to the effective management of changing human resources and industrial relations environments;
- determine the importance and strategic impact of EEO, Affirmative Action and other forms of legislation on the effective and efficient management of human resources.

Structure of Employment Relations Submajor

21306	International Employment Relations
21407	Strategic Human Resource Management
21430	Enterprise Bargaining and Workplace Relations
79270	Industrial and Labour Law
21815	Management Project (Management Majors only)

All students undertaking the Employment Relations submajor should complete International Employment Relations before undertaking other subjects in the submajor.

Management Major students who are undertaking the Employment Relations submajor will complete at least two of the following subjects

21407	Strategic Human Resource Management
21430	Enterprise Bargaining and Workplace Relations
79270	Industrial and Labour Law

before undertaking the Management Project.

Non Management Major students complete the following subjects:

21306	International Employment Relations
21407	Strategic Human Resource Management
21430	Enterprise Bargaining and Workplace Relations
79270	Industrial and Labour Law

INTERNATIONAL MANAGEMENT

Introduction

Developing an international focus in Australian organisations will greatly develop an ability to operate successfully in global markets and establish a competitive advantage. The International Management submajor provides participants with the opportunity to enhance their management competencies in this area through the development of an international specialisation in management.

Aims of the International Management Submajor

The aims of the International Management submajor are:

1. to enhance the management potential of participants through an in-depth development of international management perspectives;
2. to improve the flexibility of students completing the management submajor to cope effectively in an international business and professional environment;
3. to develop a range of skills and insights that will provide participants with the knowledge, sensitivity to international and intercultural issues.

Contribution to the Course

The International Management submajor contributes to the aims and objectives of the B Bus degree by:

- enhancing the ability of students to be flexible and adaptive to change across a range of business, professional and social contexts;
- developing critical and analytical skills in relation to international and intercultural environments;
- developing an understanding of international business and professional ethics;
- further developing both knowledge and sensitivity to business and professional practices across international and intercultural boundaries, and the communication skills needed to operate effectively in these circumstances.

Structure of the International Management submajor

All students undertaking a submajor in International Management should complete International Management before taking any other subjects.

The International Management Submajor for students completing the Management Major will comprise the following subjects:

Three of:

- 21530 Global Strategy
- 21531 Managing the International Organisation (prerequisite 21591 International Management)
- 21XXX Social and Ecologically Responsible Management
- 21593 International Business and Government (prerequisite 21591 International Management)

Plus:

- 21815 Management Project

Students should complete at least two submajor subjects before undertaking the Management Project.

The International Management Submajor for students who have not completed the Management Major will comprise the following subjects:

- 21591 International Management

Plus any three of:

- 21531 Managing the International Organisation (prerequisite 21591 International Management)
- 21306 International Employment Relations
- 21XXX Social and Ecologically Responsible Management
- 21530 Global Strategy
- 21593 International Business and Government (prerequisite 21591 International Management)

MANAGEMENT PRACTICE

Introduction

The submajor in management practice is available to students who are not undertaking the management major. It focuses on the aspects of the management process that have a more practical skills based orientation including management and communication skills, employment relations practice, the management of business processes and management of the strategy process.

Aims of the Management Practice Submajor

The aim of the Management Practice Submajor is:

to develop a range of skills and understandings necessary for the effective practice of management.

Contribution to the Course

The Management Practice submajor contributes to the aims and objectives of the B.Bus degree by developing student's knowledge and competencies in the more practical, applied aspects of management necessary in establishing an effective career in management within the area of their chosen career in business and the related professions. Its practical orientation will enhance students ability to effectively communicate and maintain relationships within the business environment both in Australia and across international and intercultural boundaries.

Structure of the Management Practice submajor

21440	Management Skills
21306	International Employment Relations
21131	Business Process Management
21630	Managing the Strategy Process

the prerequisite for entry to the management practice submajor is completion the core subjects Management and Organisations and International Business Environment

SMALL AND MEDIUM ENTERPRISE

Introduction

The Small and Medium Enterprise Management submajor prepares students for a management role in the Small and Medium Enterprise business sector. Students will acquire an understanding of the peculiarities of small and new businesses which differentiate them from large corporations and government enterprises.

Aims of the Small and Medium Enterprise Management Submajor

The aims of the Small and Medium Enterprise Management submajor are:

to provide a knowledge of the theory and develop an understanding of the practice of management in small and medium size enterprises;

to facilitate the acquiring of skills and competencies necessary to build a career in management of a Small and Medium Enterprise.

Contribution to the Degree

The Small and Medium Enterprise Management submajor contributes to fulfilment of the aims and objectives of the B.Bus degree by developing knowledge competencies and values which will assist students to build a career in the Small and Medium Enterprise sector. This sector of the economy is already the largest employer in Australia being greater than both the large corporation and government sectors.

Students completing the Small and Medium Enterprise Management Submajor will:

- have acquired an understanding of the factors which determine the success or failure of small and medium businesses;
- have developed skills in business planning which will equip them to evaluate business opportunities for a new or existing business;
- have an understanding of the entrepreneurial process and the importance of innovation in business creation and growth.

The knowledge, skills and attitudes gained from undertaking this submajor will not only enhance students career prospects with Small and Medium Enterprises but will also enable them to relate more effectively with firms in this sector should they seek a career in a large corporation, professional service organisation or government department.

Structure of the Small and Medium Enterprise Management Submajor

21409	Entrepreneurship and Innovation
21XXX	Small and Medium Enterprise Management
22566	Accounting for Small Business I
21131	Business Process Management

21815 Management Project (Management Majors only)

Management Major students should complete at least two of the following subjects:

**21409 Entrepreneurship and Innovation
21XXX Small and Medium Enterprise Management
22566 Accounting for Small Business I**

before taking the Management Project

Non Management Major students should complete:

**21131 Business Process Management
21XXX Small and Medium Enterprise Management
22566 Accounting for Small Business I
21409 Entrepreneurship and Innovation**

STRATEGIC MANAGEMENT

Introduction

The strategic management submajor provides students with the opportunity to enhance their management competencies in processes that will position an organisation optimally in its competitive environment.

Aims of the Strategic Management Submajor

The aim of the strategic management submajor is to provide the student with competencies, skills and the understanding necessary for implementing and managing the strategy process which aims to ensure the long term viability and success of an enterprise.

Contribution to the Course

The Strategic Management submajor contributes to the aims and objectives of the Bachelor of Business degree by:

- developing students ability to be flexible and adaptive to change and the challenges posed by a firm's internal and external environments;
- developing critical and analytical skills in relation to issues associated with strategic management in Australia;
- further developing the essential themes of communication, business ethics, information technology and international and intercultural sensitivity as integral considerations of successful strategy.
- enabling students to recognise that the created strategy is possible, can be implemented and can result in sustainable competitive advantage.

Structure of the Strategic Management Submajor

21630	Managing the Strategy Process
21530	Global Strategy
21407	Strategic Human Resource Management
21311	Strategic Supply Chain Management
21815	Management Project (Management Major only)

All students completing the Strategic Management submajor should complete Managing the Strategy Process before taking any other subjects.

The Strategic Management Submajor for students completing the Management Major will comprise the following subjects:

Three of

21343 Quality Management
21530 Global Strategy
21407 Strategic Human Resource Management
21311 Strategic Supply Chain Management
plus 21815 Management Project

Students should complete at least two submajor subjects before undertaking the Management Project.

Students who have not completed the Management Major will complete the following subjects:

21630 Managing the Strategy Process
21530 Global Strategy
21407 Strategic Human Resource Management
21311 Strategic Supply Chain Management

ADVANCED ADVERTISING

Introduction

The Advanced Advertising Submajor is only open to students completing the marketing major, who have completed or are completing the Introductory Advertising submajor or have completed the appropriate prerequisite subjects from the Introductory Marketing Submajor. This submajor represents a significant block of specialised study in the area of advertising and promotions management, developing 'hands-on' experience in applying the major principles and current practices underlying contemporary advertising and its related professions. This extends the general, conceptual understanding gained within the Marketing Major's study of consumers' behaviour and the general management of promotional activities.

Aims of the Advanced Advertising Submajor

On successful completion of the Advanced Advertising Submajor, students will:

1. have an in-depth understanding of the major principles and latest practices involved in the conduct of contemporary advertising, and an appreciation of the social and economic contexts in which advertising takes place.
2. have acquired the well developed critical, analytical, and conceptual skills needed to effectively operate in an advertising management position.
3. be proficient in the application of modern marketing communications planning and evaluation approaches, as a part of the overall business process.

Contribution to Course:

This submajor allows exploration of one of the most interesting and high profile areas of marketing. The area of mass-media communication theory and practice has a significant impact on the outcome of business in both domestic and international markets.

Within this submajor, advertising and related promotional areas are considered in a number of additional ways. The research skills necessary for determination of consumers needs are further developed and an understanding of consumers' likely responses to advertising designs is developed. A broader understanding of the promotions industry is gained through consideration of audio visual, advertising and/or public relations practices and strategy.

Completion of this submajor will equip students for a career in management of advertising or other promotional functions either within a company or as part of a specialist service providing organisation.

Structure of The Advanced Advertising Submajor:

Components of the Advanced Advertising Submajor include:

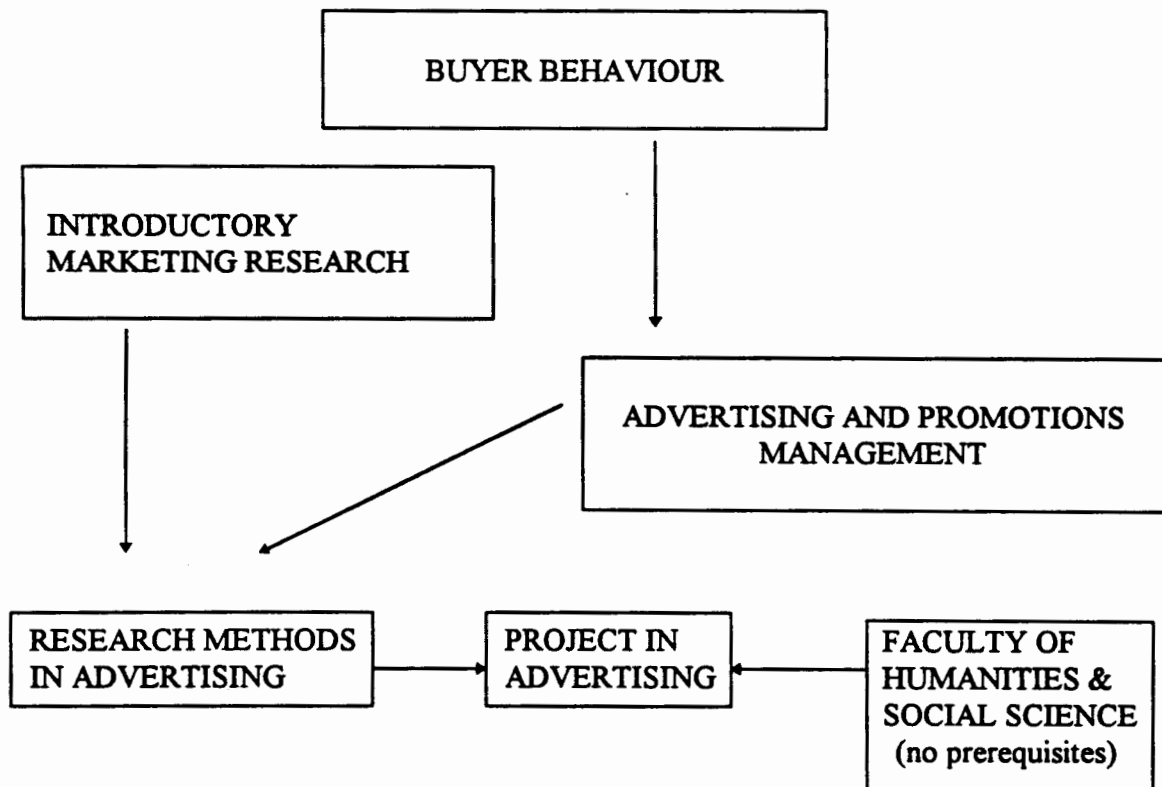
Research Methods in Advertising⁶
Project in Advertising

and

Two subjects from the Faculty of Humanities and Social Sciences to be chosen from:

56013 Public Relations Principles & Process
59330 Advertising Practice
59333 Advertising Strategies

The structure of the submajor is as follows:



⁶ If Research Methods in Advertising was completed in the Introductory Advertising Submajor, then three subjects from the Faculty of Social Sciences should be chosen.

ADVANCED MARKETING RESEARCH

Introduction

This submajor is open only to students who are completing the Marketing Major or have completed the Information Management in Marketing Submajor. Study in this submajor allows students the opportunity to develop comprehensive skills in and understanding of the marketing research process and the information technology which supports it. Research design, information gathering methods and analysis are studied in depth and synergised via a series of hands-on projects.

Aims

On completion of the submajor students should:

1. Have extended their knowledge and awareness of the theory and practice of marketing research in a variety of business settings
2. Have integrated concepts of investigation and marketing information utilisation in a number of different functional areas
3. Have a developed substantial written and communication skill
4. Have a developed and professional understanding of ethical research practices

Contributions of the course

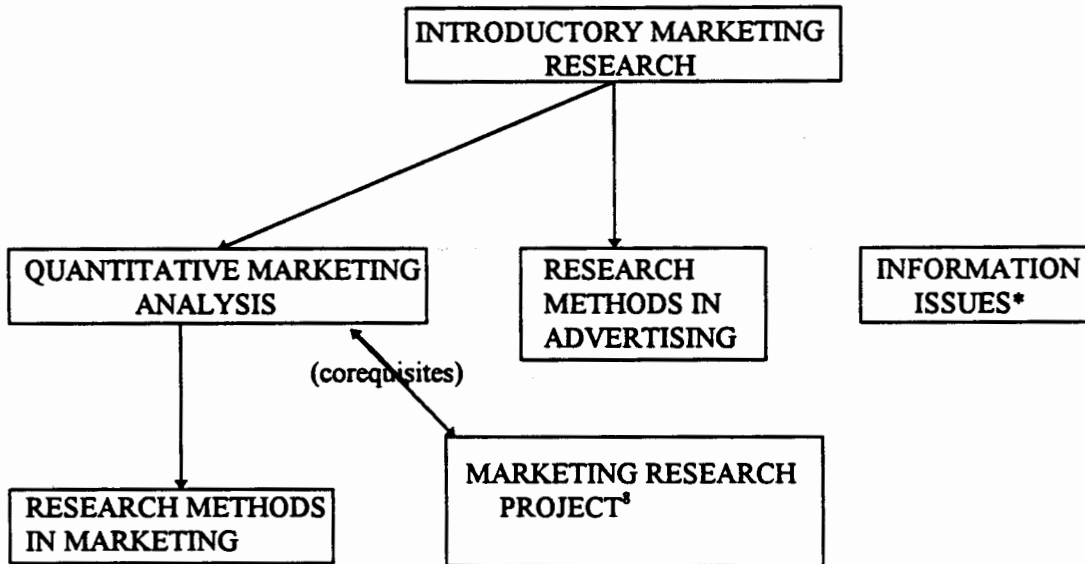
The submajor extends marketing research skills ensuring that students will have experienced and solved marketing research problems in a variety of different application situations. The submajor will provide the student with a professional market entry level awareness of the principles and practices of marketing research. Students completing this submajor will be well equipped for a career in marketing research or any area which requires wide-ranging research skills relevant to the collection, organisation, interpretation and reporting of marketing information.

Structure of the Submajor

Quantitative Marketing Analysis
Research Methods in Marketing
Research in Advertising
Marketing Research Project
or
Information Issues⁷

⁷ Information Issues (55080) is a new subject offered jointly by the School of Electrical Engineering and Faculty of Humanities and Social Sciences.

These subjects are to be taken over not less than two semesters, in the sequence indicated:



* Note that this subject can be done prior to or concurrently with Introductory Market Research.

⁸ Applications of Marketing Research must be completed prior to Marketing Project and it is strongly advised (though not required) that Quantitative Marketing Analysis be completed prior to Marketing Project and Research Methods in Marketing or taken simultaneously.

BUSINESS TO BUSINESS MARKETING

Introduction

This submajor is available to students completing the Marketing major or the Introductory Marketing Submajor. It provides advanced study in the area of Business Marketing. Business Marketing to organisations requires different techniques than does the selling of products to households and therefore separate study of this area can be fruitful to the student of marketing. This submajor considers the importance of quality, service and communication in different organisational and cross-organisational settings.

Aims

Students on completion of this submajor should:

1. Have a significant knowledge of the theory and practice of Business to Business Marketing in the Australian and international context.
2. Will be able to integrate the concepts stemming from the study of distribution, service and quality awareness and enhancement into business to business marketing theory and practice.
3. Have substantially extended written communication skills.
4. Will understand the Australian context of Business Marketing.

Contribution to the Course:

This submajor allows exploration of one of the major discipline areas of marketing, allowing the theory and practice of marketing between firm to be more substantially extended. The course considers and integrates the major components of quality interfirm linkages, specifically the internal processes leading to quality offerings, the nature and extent of customer service and the effective movement of goods and services. The submajor focuses on product movement and coordination of the distribution function (Channels of Distribution), service components and provision (Marketing of Services), quality development and management (Quality Management) and integration of these subject areas (Business Project)

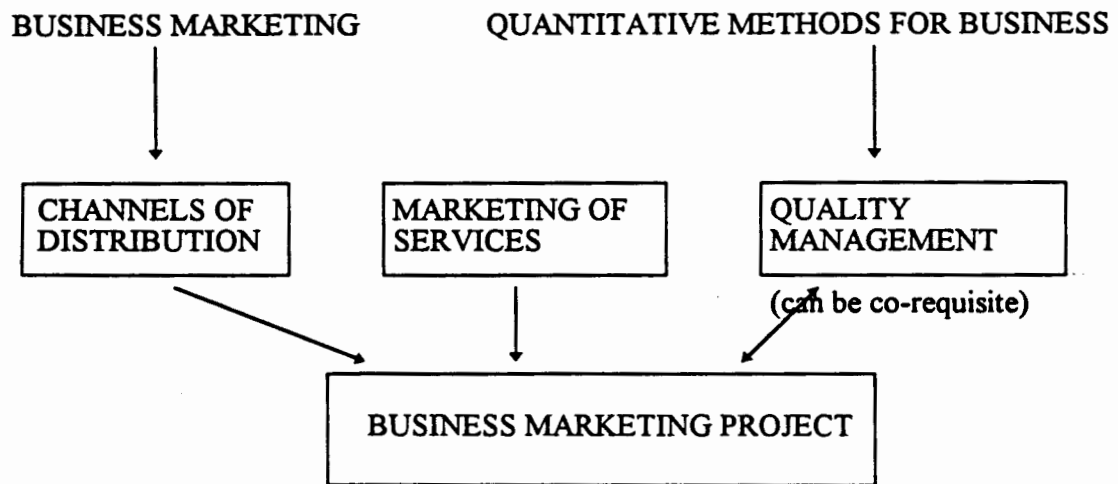
Upon completion of this submajor students will be equipped to undertake a career in industrial product or service marketing management.

Structure of Submajor

Channels of Distribution
Marketing of Services
Quality Management (School of Management)
Business Marketing Project

This submajor is to be taken over not less than two semesters with Channels of Distribution and Marketing of Services, being completed prior to Business Marketing Project and Quality

Management being completed either prior to or in conjunction with Business Marketing Project, as indicated below:



INFORMATION MANAGEMENT IN MARKETING

Introduction

This submajor, for students NOT undertaking a marketing major, provides the opportunity to develop basic skills in and understanding of the marketing research process and the information technology which supports it. Research design, information gathering methods and analysis are studied.

Aims

On completion of the submajor students should be able to:

1. demonstrate an awareness of the theory and practice of marketing research in a variety of business settings,
2. integrate concepts of investigation and marketing information utilisation in a number of different functional areas,
3. analyse and interpret a range of marketing information,
4. demonstrate substantial written and verbal communication skill, and
5. demonstrate a professional understanding of ethical research practices.

Contributions of the course

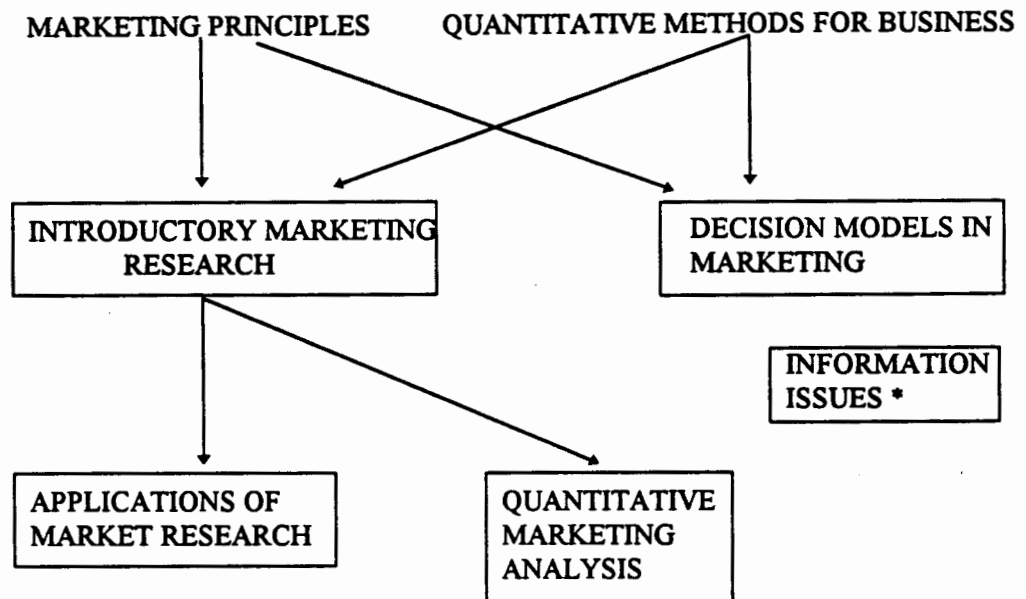
The submajor extends marketing research skills ensuring that students will have experienced marketing research problems in a variety of different application situations. The submajor will provide the non-marketing student with a grounding in the theory and practice of marketing research. Upon completion students should be equipped for a career which includes within it substantial analysis and interpretation of marketing information.

Structure of the Submajor

Prerequisites	Marketing Principles *Quantitative Methods for Business
Co-requisites	Nil
Components of Submajor	Introductory Marketing Research Decision Models in Marketing and two of the following: Applications of Marketing Research Quantitative Marketing Analysis Information Issues ⁹

⁹ Information Issues (55080) is a new subject offered jointly by the School of Electrical Engineering and Faculty of Humanities and Social Sciences.

To be taken over not less than two semesters as indicated:



* Note that this subject can be done prior to or concurrently with Introductory Market Research.

INTERNATIONAL MARKETING

Introduction

The Submajor in International Marketing is open to students completing a Marketing Major, the Introductory Marketing Submajor or the International Business Major. It allows in depth study in the timely and relevant area of how and why firms choose to conduct business in international markets. Students completing this submajor will have had first experience of Australian firms' marketing efforts in international markets and have the option of experiencing international marketing first-hand overseas.

Aims

Upon completion of this submajor students should be able to:

- (1). undertake major research projects in international marketing.
- (2). undertake an analysis of the results applying advanced concepts in international marketing theory and practice.

Contribution to the Course:

The first subject in the Submajor, in Contemporary Issues in International Marketing, provides a more rigorous theoretical foundation than obtained in the basic international marketing subject undertaken as part of the Marketing Major (ie. International Marketing). This subject is followed by either a two semester subject, International Marketing Country Study or a single semester subject, International Marketing Management Project. Both these subjects have an applied focus requiring the student to address the theoretical issues of international marketing research and undertake actual research in international marketing for Australian organisations. With the International Marketing Country Study, much of this research is actually undertaken overseas.

The International Marketing Submajor is then extended by students taking one or two additional international subjects from a range of subjects offered by the Faculty of Business or other Faculties depending on the option they choose which may include a language subject offered by the Institute for International Studies.

The Submajor in International Marketing is intended to equip students for a marketing career working overseas for organisations in both public and private sectors; working in the marketing departments of organisations in Australia with international affiliations and for those seeking careers in exporting. It allows an extension of study into International processes and practices for the interested student.

Structure and components of the Submajor:

Prerequisites: International Marketing may be taken within the Marketing Major or the Introductory Marketing Submajor.

There are two options within the International Marketing Submajor.

Option 1 (for students electing not to do International Marketing Country Study)

- 24517 Contemporary Issues In International Marketing
- 24607 International Marketing Management Project
plus two subjects from the following (provided the student has the necessary prerequisites)
- 21517 International Management
- 22240 International Accounting
- 25315 International Economics
- 25304 Asian-Australian Economic Relations
- 25421 International Financial Management

or any other approved international subject including a language or culture unit offered by the Centre for International Studies.

Option 2 (for students electing to do International Marketing Country Study)

- 24517 Contemporary Issues In International Marketing
- 24518 International Marketing Country Study (12 credit points - 1 year subject)
plus one subjects from the following (provided the student has the necessary prerequisites)
- 21517 International Management
- 22240 International Accounting
- 25315 International Economics
- 25304 Asian-Australian Economic Relations
- 25421 International Financial Management

or any other approved international subject including a language or culture unit offered by the Centre for International Studies.

INTRODUCTORY ADVERTISING

Introduction

The Introductory Advertising Submajor introduces non-marketing majors to the area of advertising and promotions management. This includes a general understanding of consumers' behaviour and the gathering and analysis of information about consumer's behaviour and the general management of promotional activities.

Aims of the Introductory Advertising Submajor

On successful completion of the Advertising Submajor, students will:

1. have an understanding of how consumers behave in the market place and their underlying motivations for their behaviour,
2. have the ability to effectively gather information about consumers marketing behaviour and the advertising which will be likely to be most effective for targeted groups of consumers
3. have basic understanding of the major principles and latest practices involved in the conduct of contemporary advertising and other promotional activities, and an appreciation of the social and economic contexts in which advertising takes place.

Contribution to Course:

This submajor introduces students of one of the most interesting and high profile areas of marketing and the theory and skills which underlie this area of endeavour. The area of mass-media communication theory and practice has a significant impact on the outcome of business in both domestic and international markets.

Within this submajor, advertising and related promotional areas and the theory which provide the foundation for them are explored. The basic research skills necessary for determination of consumers needs are gained and an understanding of consumers' likely responses to advertising designs is developed.

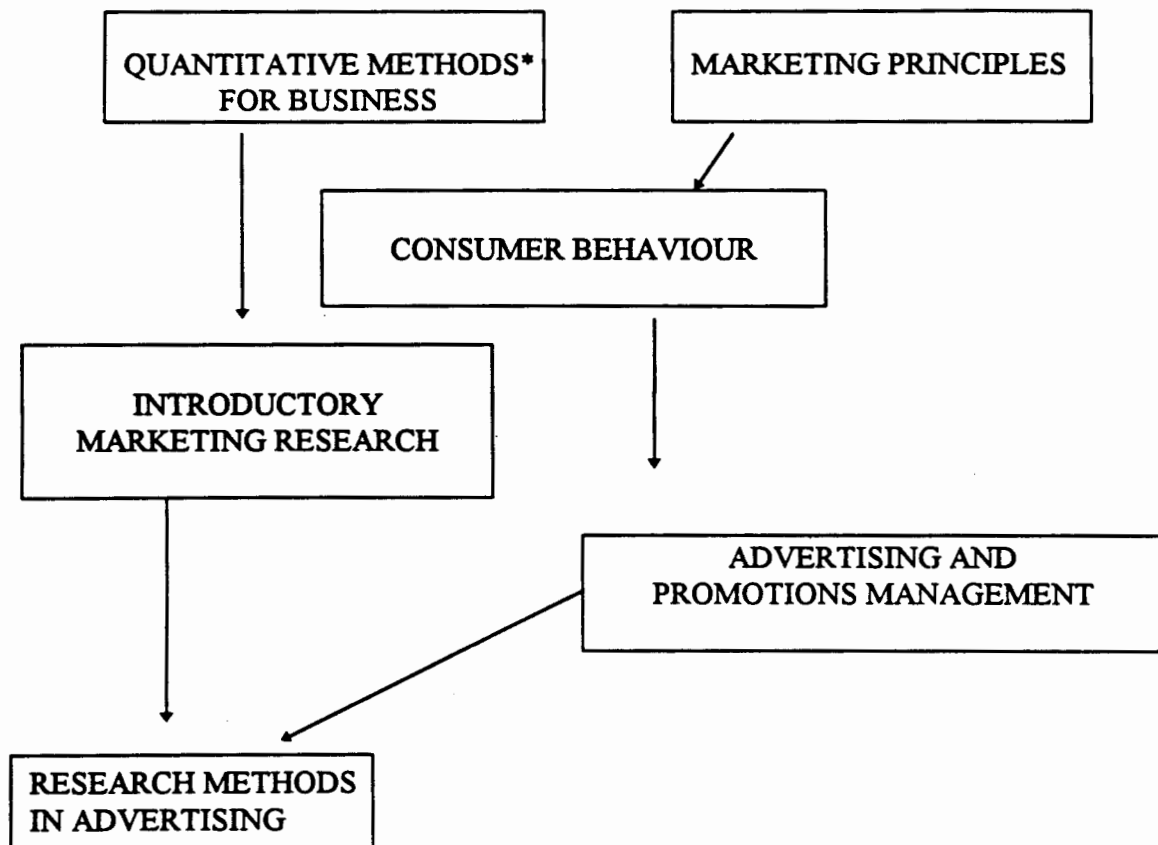
Completion of this submajor will equip students for to effectively liaise with advertising or other promotional providers and make a significant contribution to the development of advertising strategy.

Structure of the Introductory Advertising Submajor:

Prerequisites: Marketing Principles
 Quantitative Methods for Business

Components of the Introductory Advertising Submajor include:
Consumer Behaviour
Introductory Marketing Research
Advertising and Promotions Management
Research Methods in Advertising

The structure of the submajor is as follows:



INTRODUCTORY MARKETING

Introduction

This submajor allows students who are not majoring in marketing, the opportunity to develop basic skills in and understanding of the marketing process and marketing management. Students explore the main discipline areas of marketing from a number of perspectives - the buyer and the seller in the market and the nature and role of consumer, industrial, and international marketing. Students may then chose to consider a area of marketing which is of particular interest to them or complete a subject which will permit them to undertake another submajor in marketing.

Aims

On completion of the submajor students should:

1. have an awareness of the theory and practice of marketing in a variety of business settings
2. sufficient knowledge of general marketing to determine the relevance and desirability of further study in marketing and to make effective choices as to what area of study they might wish to undertake.

Contributions of the course

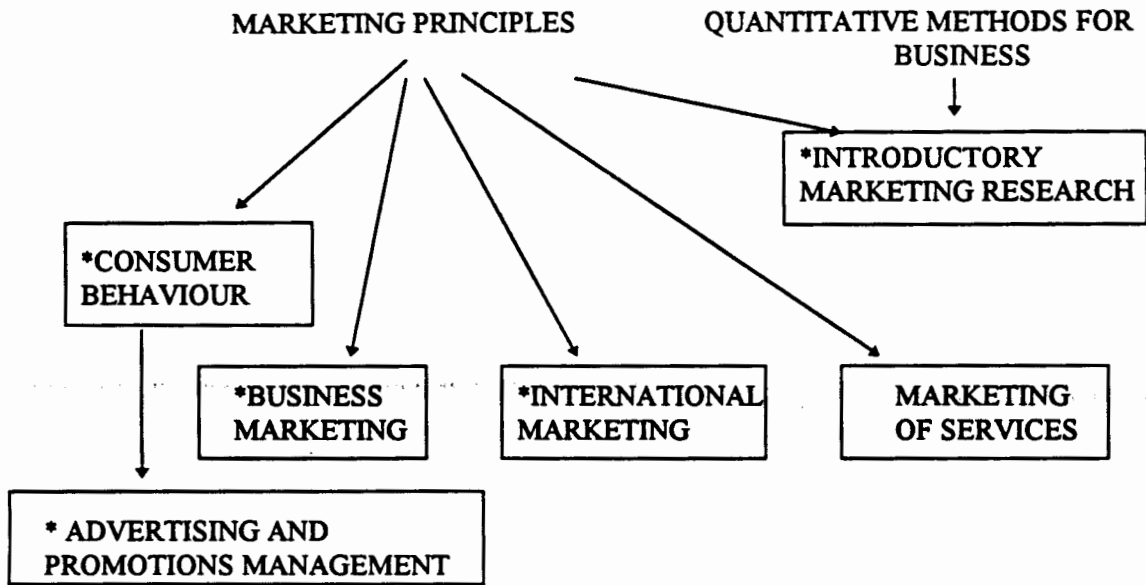
The submajor extends knowledge of marketing beyond the brief introduction gained in Marketing Principles and creates a foundation for further marketing study. A knowledge and sensitivity of marketing and its role in a range of domestic and international consumer and business markets is gained.

Completion of this submajor also allows the non-marketing major access to all other school of marketing submajors¹⁰.

Structure of the Submajor

Prerequisites	Marketing Principles
Co-requisites	Nil
Components of Submajor	Consumer Behaviour Business Marketing International Marketing and any <u>one</u> of the following Introductory Marketing Research Advertising and Promotion Management Marketing of Services

¹⁰With the exception of Advanced Marketing Research



***Note that these subjects are part of the marketing major. Each of these subjects also allows access to other marketing submajors.**

School of Leisure and Tourism Studies

LEISURE MANAGEMENT

Introduction

The submajor in Leisure Management seeks to introduce students to the fast growing, and increasingly complex, leisure industries. It is open to all B Bus Students.

Aims of the Leisure Management Submajor

This submajor aims to provide an understanding of the role of leisure in contemporary society including: leisure and human behaviour; leisure and public policy; and leisure as commercial product. Further, it seeks to provide students with an introduction to selected contextual skills in the management and marketing of leisure services.

Contribution to the Bachelor of Business

The Leisure Management submajor will contribute to the Bachelor of Business degree by providing a contextual focus for generic core and elective subjects - particularly those associated with the management and marketing of human services.

Structure of the Leisure Management Submajor

The following subjects comprise the submajor:

	Pre/Co-Requisites
· The Leisure Industry	None
· Leisure Services Management	The Leisure Industry
· Leisure and Tourism Planning	None

and one of the following:

· Law for Leisure, Sport and Tourism	None
· Marketing Leisure Services	Marketing Principles
· Festivals and Special Events	None
· Leisure and Fitness Centre Operations	None

SPORTS MANAGEMENT

Introduction

The submajor in Sports Management seeks to introduce students to the increasingly dynamic and specialist context in which sport is played, organised and managed. It is open to all B Bus Students.

Aims of the Sports Management Submajor

This submajor aims to provide an understanding of the role of sport in modern society including: sport and public policy; sport as commercial activity; and the commodification of sport. Further, it seeks to provide students with an introduction to selected contextual skills in the management and marketing of sport.

Contribution to the Bachelor of Business

The Sports Management submajor will contribute to the Bachelor of Business degree by providing a contextual focus for generic core and elective subjects - particularly those associated with the management and marketing of human services. In particular, the Sports Management major will contribute to the international perspective of students given the global nature of sports interactions and participation.

Structure of the Sports Management Submajor

The following subjects comprise the submajor:

	Pre/Co-Requisites
Administration of Australian Sport	None
Sports Marketing	Administration of Australian Sport
Event and Facility Management	Marketing Principles None

and one of the following:

Law for Leisure Sport and Tourism	None
The Olympic Games	None
Leisure and Fitness Centre Operations	None
Applied Sport Psychology	None

TOURISM MANAGEMENT

Introduction

The submajor in Tourism Management seeks to introduce students to the dynamic and fastest growing sector of the Australian economy. It is open to all B Bus Students.

Aims of the Tourism Management Submajor

This submajor aims to provide students with a systematic framework for understanding the tourism phenomenon in Australia. Further, it seeks to provide an understanding of the commercial and public enterprises that respond to, and shape, this phenomenon.

Contribution to the Bachelor of Business

The Tourism Management submajor will contribute to the Bachelor of Business degree by providing a contextual focus for generic core and elective subjects - particularly those associated with the management and marketing of human services. In particular, the Tourism Management major will contribute to the international perspective of students given the global nature of touristic interactions.

Structure of the Tourism Management Submajor

The following subjects comprise the submajor:

	Pre/Co-Requisites
· Tourism Systems	Nil
· The Tourism Industry	Nil
· Tourism Management	The Tourism Industry

and one of the following:

· Law for Leisure Sport and Tourism	None
· Tourist Behaviour	Tourism Systems
· Tourism Services Marketing	Marketing Principles
	The Tourism Industry
· Leisure and Tourism Planning	None

Faculty of Design, Architecture and Building

LAND ECONOMICS

Introduction:

The Land Economics submajor will cover the study of the real estate market, examining property investment analysis, development and valuation.

Aims of the Land Economics submajor are:

To enhance the business student with the knowledge of the investment decision making process in real estate. The students will receive an understanding of:

- * the property market,
- * economic urban factors,
- * valuation methods used in appraising real estate, and
- * feasibility studies in property development.

Contribution to the Degree:

Career prospects/pathways:

Combined with their Business Studies, the students will have excellent prospects for employment in property finance, consultancy and research.

Recognition/qualifications:

Students may be eligible for associate membership with the Australian Institute of Valuers and Land Economists (AIVLE).

Subjects to be offered:

Valuation Methodology	8 Credit Points
Development Management	4
International Real Estate	6
Urban Economics	6
TOTAL	24 Credit Points.

Faculty of Education

HUMAN RESOURCE DEVELOPMENT

Introduction

Human Resource Development is concerned with fostering both formal and informal learning opportunities in the workplace. The purpose of the sub-major is to provide a basic understanding of HRD issues and practices.

Aims of the sub-major

To promote competence in:

- the design and evaluation of learning activities in the workplace
- basic adult education techniques and methods
- the management and administration of workplace learning

and to promote a critical understanding of:

- research findings and theoretical concepts in adult teaching and learning
- the significance and importance of workplace education and training.

Contribution to the Degree

The sub-major will enhance the aim and objectives of the Bachelor of Business through addressing each of them in the context of human resource development. The focus is on learning in the workplace and the role it plays in contributing to personal and professional development organisational goals and ultimately the skills base of the Australian population. Students undertaking the sub-major may be employed as training officers, instructors, supervisors, training consultants, course designers and staff development officers in industrial, commercial or government settings. The sub-major will also enhance other organisational rates, such as management, which require an understanding of workplace learning.

Structure of the Human Resource Development Sub-major

Students are required to complete the following four subjects (4 cp each) and select any two of the other four listed (4 cp each). As this degree is geared to mature age students in work, many of the assessment tasks are negotiated and related to their workplace needs and interests.

Four Compulsory Subjects: Adult Teaching and Learning; Language, Culture and Communication 1; Program Development and Needs Analysis; Assessing Learning and Evaluating Programs

Two Elective Subjects: Psychological Perspectives on Learning; Adult Learning in Social Context; Analysing Current Issues in Australian Education; International Perspectives on Education

Faculty of Humanities and Social Sciences

COMMUNICATION

Introduction

Communication competencies are increasingly recognised as a sine qua non of effective business practice. This submajor is designed to foster student awareness of the role of communication in effective business practice and to develop student communication competencies.

Aims of the Communication Submajor

The aim of the communication submajor is to prepare business graduates for their professional work-lives by enhancing both their knowledge and practice of a number of the core communicational competencies (operating in the interpersonal, workgroup, organisational, and public contexts) which are directly related to performance, productivity, and promotability. On successful completion of the submajor students can be expected to:

have a foundation of knowledge, competencies and values central to effective communication business practice.

have the ability to effectively communicate and maintain relationships within their vocational field, across other fields, and the community in general.

be cognisant of the role of quality communication skills in enhancing their flexibility and adaptiveness in interactions across business, professional, social, and personal contexts.

have well-developed skills to critique and analyse communicative practice in terms of its appropriateness, efficiency, and ethical standing, across the range of communicational contexts.

Contribution to the Degree

This submajor is premised on the recognition of the crucial role played by communicational competencies in the effective and professional conduct of business practice. It therefore offers to students opportunities to achieve a number of the central objectives of their business course, not just directly addressing their ability to communicate effectively and to create and sustain productive relationships within their vocational field, but also expanding their competence in those communicative skills necessary for a career in business-related professions, increasing their knowledge and capacity for ongoing professional and personal development in business-related communicative competencies, while heightening their sensitivity and skilled performance in intercultural business communication.

The skill-development supported in the Submajor contributes in a direct manner to the career prospects of students. With increasing acknowledgement given to the notion that performance at the higher echelons in a great diversity of professions becomes increasingly dependent upon communication competence, then the promotability of graduates may be enhanced through successful completion of the Submajor.

Structure of the Communication Submajor

56955	Foundations of Communication	
56003	Organisational Communication.	Prerequisite 56955
56002	Group Communication.	Prerequisite 56955
56004	Public Communication.	Prerequisite 56955

INFORMATION IN BUSINESS

Introduction

In business, information is coming to be seen more and more as a corporate resource and is being identified as a key element in business and strategic performance. The sub-major introduces students to key concepts in information use, retrieval and organisation and allows students to enhance their expertise in the location, evaluation, use and presentation of information. It also introduces students to the wealth of information available to business and to the benefits of various databases, CD-ROM's and more traditional information sources.

Aim of the Information for Business Submajor

The submajor aims to

introduce students to some concepts, theories and paradigms in the study of information and to draw implications for the use of information in business

provide students with opportunities to develop their expertise in handling information at an individual and an organisational level

extend students' knowledge and critical analytical skills through an examination of contemporary issues arising in the use of information

develop students' appreciation of technology as a means to an end and of its roles in various information and organisational processes.

Contribution to the Degree

The submajor will contribute to the degree in several ways. It will assist students in developing a foundation of knowledge, competencies and values necessary for business practice

developing their skills in lifelong learning and their own continuing professional development

fostering their critical and analytical skills

developing their personal information management systems designed to enhance their effectiveness as learners and as business professionals.

Structure of the Submajor

The sub-major consists of four subjects:

55041 Information Science 2: Information User Behaviour 6cp

55042 Information Science 3: Organisation of Information 6cp

Pre-requisite: 55041 Information Science 2: Information User Behaviour

55043 Information Science 4: Information Retrieval 6cp

Pre-requisites: 55042: Information Science 3: Organisation of Information

55060 Business Information 6cp

Pre-requisite: 55041: Information Science 2: Information User Behaviour

Co-Requisite: 55043: Information Science 4: Information Retrieval

PUBLIC RELATIONS

Introduction

Business practitioners often find themselves responsible for developing external and internal communication strategies for their organisations. This sub-major is designed to develop expertise in public relations, both for public relations practitioners and for managers who need to know how to help their organisation communicate.

Aims of the Public Relations Sub-major

The aim of the public relations sub-major is to prepare graduates for professional practice in public relations. On successful completion of the sub-major students will have

comprehensive knowledge of the practice of public relations in Australia and internationally;

thorough understanding of the theoretical frameworks which inform public relations practice;

the ability to design, implement and evaluate public relations programs;

a critical and thoughtful approach to enable them to adjust to change and to produce work of the highest ethical and professional standards.

Contribution to the degree

The Public Relations Sub-major contributes to the Bachelor of Business degree by providing students with comprehensive training in all aspects of public relations. It will produce graduates with the knowledge, competencies and values required for a successful career in the public relations industry. Students not intending to develop a career in public relations will have the significant advantage of a thorough understanding of how public relations operates as well as knowledge of how their organisations should design, implement and evaluate programs to successfully communicate with any internal or external public.

It is intended to apply for accreditation with the Public Relations Institute of Australia so that students will receive professional accreditation on graduation with this sub-major.

Structure of the Public Relations Sub-Major	Credit Points
Public Relations Principles and Process	6
Public Relations Strategies and Management	6
Public Relations Contexts and Applications	6
Public Relations Professional Practice	6

WOMEN AND BUSINESS.

Introduction

The Women and Business submajor comprises three eight-credit point subjects. It takes an interdisciplinary approach, drawing together theories, research, concepts and insights derived from sociology and administrative, organisational and management studies. It is designed to broaden students' knowledge and understanding whilst complementing and building upon their vocational studies and developing their professional and personal skills.

Aims of the Women and Business submajor

The aims of the Women and Business submajor are:

- to equip students with a critical knowledge of, and develop their sensitivity to, the ways in which gender operates as a central organising principle in organisational settings and management processes and practices,
- to develop students' change management skills and their professional and personal abilities and values to enable them to operate ethically, effectively and flexibly in a dynamic and changing business, professional, organisational and social environment,
- to equip students with the knowledge and skills necessary to plan, formulate, implement and monitor equal employment opportunity and affirmative action plans in compliance with the relevant legislation and in ways which enhance organisational culture and performance,
- to develop students' understanding of the relevance of equal employment opportunity and affirmative action programmes to the management process, human resource management, strategic planning and workforce planning,
- to develop students' knowledge and critical understanding of how gender relations of power operate in social structures and processes, culture, institutions and discursive representation and practices, and to equip them to question the values and assumptions embedded in them.
- to develop students' skills and abilities to analyse and critique relevant literature, organisational processes and management practices in general, and more particularly in relation to the operation of systemic discrimination in organisational structures, processes and cultures.

Contribution to the Degree

The submajor in Women and Business contributes to the aims and objectives of the Bachelor of Business programme by developing knowledge, competencies and values necessary to the equitable management of a diverse workforce in the context of continuous social and organisational change. It puts particular emphasis on the enhancement of students' analytical and critical skills, and on the further development of their business, professional and personal ethics.

The submajor equips students with the knowledge and skills necessary to identify and analyse sources of systemic discrimination embedded in organisational structures, processes and practices, enabling them to plan, formulate, implement and monitor equal employment opportunity and affirmative action management plans in compliance with relevant legislation. It is relevant to all students in the Bachelor of Business programme, and will be particularly useful for those who anticipate managing people or pursuing a career in human resource management or industrial relations.

Structure of the Women and Business Submajor

52221: Gender at Work
Eight credit points

52306: Gender, Culture and Power
Eight credit points
Pre-requisite: 52221, Gender at Work

59340: Managing Women
Eight credit points
Pre-requisite 52221, Gender at Work
Pre-requisite or co-requisite: 52306, Gender, Culture and Power

Faculty of Law and Legal Practice

BUSINESS LAW

Aims of the Business Law Submajor

The aims of the Business Law submajor is to provide students with a comprehensive understanding of current legal developments as they affect business and develop a better understanding of intricate legal issues, thus facilitating the planning of current and future commercial strategies.

Contribution to the Degree

The Business Law submajor provides students with the opportunity to study a sequence of subjects embracing wide and varied topics relating to Australian and international relationships. It also develops a range of communication, research and analytical skills. The successful completion of the Business Law submajor will enhance students' career and promotional opportunities in a wide range of positions in the business and public sector.

Structure of the Business Law Submajor

Students will choose any four subjects from the following (pre-requisite for all subjects is Business Law 79658, unless otherwise stated):

- Advanced Commercial Law (79659)
- Banking Law (79366)
- Company Law (79365)
- Environmental Law in Business (79660)
- Industrial and Labour Law (79270)
- Insurance Contracts (79360)
- International Business Law and Regulation (79603)
- Law and Finance (79502)
- Law and the Manager (79403)
- Law for Marketing Management (79211)
- Revenue Law (79462)
- One subject from the Insolvency submajor
- One subject from the Taxation submajor

FOUNDATIONS IN LAW

Aims of the Foundations in Law Submajor

The aims of the Foundation in Law submajor are to provide students with the key legal knowledge of a lawyer. The subjects are offered as part of the Bachelor of Laws (LLB) undergraduate program by the Faculty of Law and Legal Practice. The submajor will have universal recognition as substantive law subjects in any law degree.

Contribution to the Degree

The Foundations in Law submajor provides Bachelor of Business students with the opportunity to study full LLB subjects without the normal prerequisite structure. This submajor will also facilitate students enrolled in the double degree, Bachelor of Business/Bachelor of Laws, and students considering transferring between the different degree programs. The submajor will add complementary depth to the existing law supply subjects offered in the core, majors and submajors of the Bachelor of Business.

Structure of the Foundations in Law Submajor

Students are required to study the following subjects (pre-requisite for all subjects is Business Law 79202):

- Law of Contract (70211) - 8 credit points
- Law of Tort (70311) - 8 credit points
- Property (70XXX) - 8 credit points

INSOLVENCY LAW

Introduction

The Insolvency Law submajor represents an integrated sequence of subjects providing students with the opportunity to specialise in the law of insolvency. The insolvency subjects cover both personal bankruptcy and corporate external administration. With the number of failed businesses still increasing, it is expected that insolvency will continue to be an area of significant importance.

Aims of the Insolvency Law Submajor

The aims of the Insolvency Law submajor are to enable students to demonstrate a depth of knowledge of the law, procedures and practice relating to business insolvency. It also offers a sequence of subjects in which theoretical and practical issues are dealt with concurrently to foster an environment in which the efficacy of the legal and accounting theory and insolvency practice are examined.

Contribution to the Degree

The Insolvency Law submajor provides students with an overall perspective of the major legal aspects of insolvency, and develops communication, analytical and research skills. On successful completion of the Insolvency Law submajor, students will have particular skills in the specialist field of insolvency and business recovery which will enhance their career prospects.

It is proposed to nominate completion of the Insolvency Law submajor for acceptance as a qualifying course for membership of the Insolvency Practitioners Association of Australia.

Structure of the Insolvency Submajor

Students will study the following four units:

- * Introduction to Bankruptcy Law (79161) [pre-requisite Business Law 79658]
- * Law of Corporate Receiverships and Deeds of Arrangement (79662) [pre-requisite Business Law 79658]
- * Bankruptcy Administration and Company Liquidation (79162) [pre-requisite Business Law 79658]
- * Accounting for Insolvency (22610) [to be submitted by the School of Accounting]

TAXATION LAW

Introduction

The Taxation Law submajor offers an integrated sequence of subjects enabling students to specialise in this important area of business. Taxation is the ultimate interface of law, accounting and business enterprises and always requires specialist knowledge.

Aims of the Taxation Law Submajor

The aims of the Taxation Law submajor are to enable students to gain recognition for specialist knowledge in major aspects of taxation law that are currently important to the business and public sectors of Australia and its international relationships.

Contribution to the Degree

The Taxation Law submajor will provide students with communication and research skills and an insight into international taxation procedures. On successful completion of the submajor, students will have particular skills in a specialist field when seeking employment in the many positions relating to taxation.

Structure of the Taxation Law submajor

Students will select four units from the following:

- * International Aspects of Australian Taxation Law (79666) [pre-requisites Business Law 79658 and Revenue Law 79462]
- * Advanced Revenue Law (79606) [pre-requisites Business Law 79658 and Revenue Law 79462]
- * Indirect Taxation (79667) [pre-requisites Business Law 79658 and Revenue Law 79462]

Either

- * Advanced Companies & Securities Law (79411) [pre-requisites Business Law 79658 and Company Law 79365]

or

- * Securities Market Regulation (79264) [pre-requisites Business Law 79658 and Company Law 79365]

Faculty of Mathematical and Computing Sciences

MATHEMATICS

Introduction

The mathematics submajor is intended to provide students with an interest in applications of mathematics in a business setting with an appropriate foundation of knowledge which could be further developed with an appropriate elective sequence. The submajor is likely to be of greatest interest to those students with strong interests in quantitative or mathematical finance and who would like to tailor their program of study along the lines of the Bachelor of Mathematics and Finance.

Aims of the Mathematics Submajor

The mathematics submajor is intended to provide students with the theoretical foundation for further study of mathematics which is applied in the field of quantitative finance. The primary aims of the submajor are:

- to provide a foundation of knowledge in mathematics, sufficient for further development in the discipline and application to quantitative areas of business, particularly finance;
- to contribute key critical, analytical and quantitative skills.

Contribution to the Degree

This submajor enables students to acquire applicable skills in an area of the mathematical sciences which are complementary to their studies in business. The subjects provide the foundation for further study in areas of mathematics that are of substantial relevance in modern quantitative finance.

Students completing this submajor would be advised to pursue an appropriate sequence of additional mathematics electives, which together with a major in finance would enable them to compete for employment in areas of business requiring substantial high level quantitative skills.

Structure of the Mathematics Submajor

Submajor Subjects	Prerequisites
35101 Mathematics 1	None
35102 Mathematics 2	35101 Mathematics 1
35212 Linear Algebra	35101 Mathematics 1
35231 Differential Equations	35102 Mathematics 2
	35212 Linear Algebra

Students with interests in quantitative finance may care to select additional electives in mathematics and statistics to enhance their mathematical skills. To develop skills in statistics and stochastic process, students should consider 35252 Statistics 2 and 35361 Probability and Stochastic Processes. Students who are subsequently interested in the modern theory of probability, which forms part of the foundation of contemporary theories of mathematical finance, should, in addition, take 35321 Analysis 1 and 35322 Analysis 2. Alternatively, students with an applied bent should replace these subjects by 35241 Mathematical Programming 1 and 35353 Regression Analysis and Experimental Design.

OPERATIONS RESEARCH

Introduction

Operations Research, which is also known as Management Science, is concerned with the application of mathematical techniques to provide decision support for industry and commerce. Areas of operations research which are widely used in such sectors include optimisation, scheduling, simulation and modelling and financial decision support. Subjects within the submajor are drawn from the operations research major of the BSc degree in mathematics.

Aims of the Operations Research Submajor

The operations research submajor is intended to provide students with both a theoretical background and a coverage of a wide range of applications which are of immediate relevance to business and industry. The primary aims of the operations research submajor are:

- to provide the level of knowledge necessary for application of the discipline in areas of relevance to business, particularly in mathematical programming (optimisation), scheduling and transportation, inventory analysis and financial modelling;
- to provide sufficient foundation for further development and study in the discipline;
- to contribute key critical, analytical and quantitative skills.

Contribution to the Degree

This submajor enables students to acquire applicable skills in an area of the mathematical sciences which is complementary to their studies in business. The areas of operations research that are covered in this submajor are of practical importance in aspects of finance and the management of manufacturing and other industries.

Students completing this submajor would be able to compete for employment in more quantitative areas in business employment markets. Students who complete further subjects in operations research, including 35363 Stochastic Methods in Operations Research and 35361 Probability and Stochastic Processes, as electives would have completed the equivalent of the operations research major of the BSc in Mathematics degree and would be able to seek employment in positions requiring substantial skills in decision support and operations research in addition to their business knowledge.

Structure of the Operations Research Submajor

Submajor Subjects

33401 Mathematics (Computer Science)
35241 Mathematical Programming 1
35340 Operations Research Practice

35344 Network Optimisation

Prerequisites

None
33401 Mathematics (Computer Science)
2xxxx Quantitative Methods for Business
35241 Mathematical Programming 1
35241 Mathematical Programming 1

STATISTICS

Introduction

Statistical techniques for the analysis of data are widely used in industry and commerce. This is particularly the case in the field of finance, areas of accounting and auditing and market research. Subjects within the major are drawn from the curriculum of the Bachelor of Mathematics and Finance degree.

Aims of the Statistics Submajor

The statistics submajor is intended to provide students with both a theoretical background and coverage of a wide range of applications which are of immediate relevance to business. The primary aims of the statistics submajor are:

- to provide the level of knowledge necessary for application of the discipline in areas of relevance to business, particularly in the areas of regression methods, design and analysis of statistical experiments and stochastic processes and their applications;
- to provide sufficient foundation for further development and study in the discipline;
- to contribute key critical, analytical and quantitative skills.

Contribution to the Degree

This submajor enables students to acquire applicable skills in an area of the mathematical sciences which is complementary to their studies in business. The statistics that is covered in this submajor is of practical importance in the areas of finance, accounting / auditing and marketing and provides a foundation for further studies in the discipline.

Students completing this submajor would be able to compete for employment in more quantitative areas in business employment markets. Those students who choose to complete two further subjects, 35355 Quality Control and 35354 Statistical Inference, as electives would have completed the equivalent of the statistics major of the BSc in Mathematics degree and would be able to seek employment in positions requiring substantial statistical skills in addition to their business knowledge.

Structure of the Statistics Submajor

Submajor Subjects

33401 Mathematics (Computer Science)

35252 Statistics 2

35353 Regression Analysis and
Experimental Design

35361 Probability And Stochastic
Processes

Prerequisites

None

2xxxx Quantitative Methods of Business

35352 Statistics 2

35352 Statistics 2

Students with interests in industrial applications of statistics, particularly in the areas of quality control, would be advised to include an additional subject 35355 Quality Control as an elective.

BUSINESS ANALYSIS AND DESIGN/DATABASES

Introduction

This submajor provides a very detailed knowledge of current state of the art databases - relational, object oriented and distributed, and the analysis and design needed to use them.

Aims of the Business Analysis and Design/Databases Submajor

The aims of the Business Analysis and Design/Databases submajor are:
to give the student the analytical and design skills to solve typical business problems
to give the student the skills to design, construct and use relational, object oriented and distributed databases

Contribution to the Degree

The lifeblood of most businesses is information. In almost all firms, this information is stored as databases. The design, construction, use and control of a firm's information and knowledge bases are crucial to business success. With the growing impact of client/server computer hardware, the ability to distribute this information in an appropriate manner is becoming crucial or efficient operations.

As all current, ie relational and future, ie object oriented and distributed forms of databases are covered, a graduate of this submajor will be well equipped to manage a firm's knowledge bases for many years to come.

Structure of the Business Analysis and Design/Databases Submajor

		Cr pts	Prerequisites
31424	Systems Modelling	6	
31434	Database Design	6	31424
31922	Object Oriented Methodologies	4	31424
31921	Objectbases	4	31434
31854	Distributed Databases	4	31434

BUSINESS INFORMATION TECHNOLOGY

Introduction

The Business Information Technology submajor provides a broad overview of the basics of computer hardware and software and major applications.

Aims of the Business Information Technology Submajor

The aims of the Business Information Technology submajor are:

to introduce the student to computer hardware and data communications
to give the student some introductory procedural programming skills
to enable the student to undertake some systems analysis and design
to equip the student with the ability to construct and use relational databases

Contribution to the Degree

Information Technology is an integral part of almost all businesses. A basic grounding in the major components of Information Technology is essential for any business professional.

This submajor will enable any Business graduate to help select, to use and to upgrade any common applications software found in a modern business.

Structure of the Business Information Technology Submajor

		Cr Pts	Prerequisites
31521	Foundations of Computing and Programming	6	
31531	Systems Analysis and Design	6	
31551	Database	6	31531
31561	Data Communications	6	31521, 31551

HUMAN FACTORS AND COMPUTING IN BUSINESS

Introduction

The submajor in Human Factors and Computing in Business gives insight into the effect that computers and Information Technology have on staff and the workplace, particularly in a climate of change.

Aims of the Human Factors and Computing in Business submajor

The aims of the Human Factors and Computing submajor in Business are:

- to enable the student to undertake some systems analysis and design
- to equip the student with the ability to construct and use relational databases
- to learn about the support tools provided by information technology for a distributed business decision making environment
- to learn the effects of the design of computer systems on their users and how to improve this interaction for the user
- to learn how to manage the changes in the business environment brought about the introduction of new computer systems

Contribution to the Degree

This submajor is particularly aimed at those students looking for a career in management. Such graduates will be in the position of using and introducing various information technology systems and tools into their businesses.

On completion of this submajor they should be able to manage the effects and changes induced by these systems in a sensitive and effective way.

Structure of the Human Factors and Computing in Business Submajor

	Cr Pts	Prerequisites
31531 Systems Analysis and Design	6	
31551 Database	6	31531
31777 Human Computer Interaction	4	31531
31923 Office and Group Support	4	31531
31737 Business Process Transformation	4	

PROGRAMMING AND DESIGN

Introduction

The Programming and Design submajor gives skills in systems modelling and design, databases, and object oriented and procedural programming.

Aims of the Programming and Design Submajor

The aims of the Programming and Design submajor are:
to give the student an introduction to object oriented principles both in design and programming
to give the student a knowledge of data structures and the ability to program in a common procedural programming language
to equip a student to use and construct relational and object oriented databases

Contribution to the Degree

In large businesses, packaged software is often inadequate for the tasks it should perform. This means that special software needs to be written. Communication difficulties between the owner of the problem and the software designer often arise under such circumstances.

The student who undertakes this submajor will have both the analytical skills to solve the business problem and the technical skills to develop the software needed.

Structure of the Programming and Design Submajor

	Cr Pts	Prerequisites
31415 Principles of Software Design A	6	
31424 Systems Modelling	6	
31429 Procedural Programming	6	31415
31434 Database Design	6	31424

Faculty of Nursing

HEALTH SERVICES MANAGEMENT

Introduction:

This submajor in health services management has been designed to provide graduates with the necessary skills, knowledge, and understanding to enable them to function as managers in a variety of health services and settings. It will also provide graduates with a comprehensive understanding of the significant changes that have occurred in the organisation of health care in Australia. This submajor is suitable for those who wish to pursue a career in health services management as well as those who will be involved in health planning and the development of related policies.

Aims:

In order to improve the health status of the Australian population it is necessary to ensure that health services, appropriate to the needs of the population they serve, are delivered in the most efficient and effective manner. The aim of this course is to allow students to become aware of the unique challenges which face managers in health care settings. On completion of the submajor students will have a sound knowledge of the ways in which health care services are planned, financed and organised, and the factors which influence how these services are ultimately provided. They will be able to analyse health trends and apply their knowledge and skills to ensure delivery of effective needs-based services.

It is anticipated that this submajor will contribute to the aims and objectives of the Bachelor of Business degree in a number of ways.

It will:

- increase students' knowledge and competencies in their chosen area of study
- encourage interaction between students and managers already working in health services management
- allow them to improve their interpersonal and interprofessional networks with a particular focus on health
- improve their skills in critical analysis and research, related particularly to health issues
- explore the values underlying decisions in health care
- increase understanding of the relationship between the various health care professionals and allow them to effectively communicate across disciplinary boundaries
- increase understanding of the relationship between business management and the health care sector in the context of current political, social and economic environments

Career prospects:

Completion of this submajor will improve the prospects of a career in health care management. The chosen field of employment will depend on the major undertaken in the Bachelor of Business, but could range from administrative assistant in the Human Resource Department to Head of the Finance Division to Chief Executive Officer. The roles of health managers are

expanding rapidly. It is expected that graduates will be employed in emerging spheres of health service delivery as well as the more traditional areas.

Professional accreditation with the Australian College of Health Service Executives will also be sought. This submajor should provide a useful foundation for the proposed (revised) Master of Management (Health Major) offered by the Faculty of Business in conjunction with the Faculty of Nursing.

DIAGRAM OF PROPOSED STRUCTURE

SEMESTER	SUBJECT	HOURS/WEEK	CREDIT POINTS
I	Health Care in Australia	3 hours	6
II	Trends in Health Care	3 hours	6
III	Health Services Management	3 hours	6
IV	Health Planning & Evaluation	3 hours	6

Faculty of Science

CHEMISTRY

Introduction

The chemical industry is an important contributor to Australia's economic output and, as with any enterprise, productivity and industrial harmony are likely to be promoted by recruiting managers whose knowledge of business is complemented by knowledge of the scientific basis of the industry. The proposed submajor in chemistry is designed to provide an appropriate knowledge base for business graduates who aim to enter chemical or related industries.

Aims of the Chemistry Submajor

The aims of the chemistry submajor are to:

- provide students with sufficient knowledge of chemistry for them to communicate confidently and effectively with scientific and technical staff in relevant industries
- allow students to obtain practical experience of the workings of different kinds of chemistry laboratory
- enable students to gain some familiarity with scientific thinking and the scientific approach to problem solving

Contribution to the Degree

The submajor contributes to the aims and objectives of the Bachelor of Business degree program by providing a foundation of chemical knowledge necessary for a management career in the chemical industry. It will enable the graduates to communicate more confidently and more effectively with scientific and technical personnel and will promote the development of critical and analytical skills needed when making decisions in which both scientific and business issues are involved.

Students taking the submajor would be well prepared to enter careers not only in the chemical industry but also in other industries in which chemicals are stored and used to a substantial degree. This could include the agricultural and horticultural industries, many service industries, and public utilities.

Structure of the Chemistry Submajor†

Subject No	Subject Name	Credit Points	Prerequisites
65101	Chemistry 1M	6	None
65201	Chemistry 2M	6	65101 Chemistry 1M
65202	Organic Chemistry 1	6	65101 Chemistry 1M
plus either			
65301	Spectroscopy and Structure	7	65201 Chemistry 2M
or			
65302	Inorganic Chemistry	7	65201 Chemistry 2M

It is expected that students taking the submajor will have undertaken previous studies in chemistry, and completion of either 2 unit Chemistry or 3 unit Science at Higher School Certificate level would be an advantage. Knowledge of mathematics to HSC level is also recommended.

Students undertaking the submajor will normally undertake subjects alongside students enrolled in the Bachelor of Applied Science in Chemistry degree course. However, the opportunity exists for students to replace subjects 65101 and 65201 with equivalent subjects offered to students in other science courses, thereby alleviating possible difficulties with timetabling. The alternative subjects are acceptable as prerequisites for later subjects in the submajor.

† The submajor as shown comprises 25 credit points since the final subject in the sequence carries a 7cp value. It would be possible to reduce the students' workload in the final subject to 6cp by omitting an appropriate amount of practical work and/or laboratory reports. For administrative purposes this would entail creating special versions of subjects 65301 and 65302.

HEALTH SCIENCE

Introduction

The health industry represents one of the most important service industries in Australia, involving both the public and the private sectors. Health products, including pharmaceuticals, generate substantial economic activity on both the production and, the consumption side of the economic balance sheet. Managers in the health industries, manufacturing as well as service, are well served by having at least a basic knowledge of human biology in both health and disease, as this enables them to communicate more confidently and effectively with the health professionals. The proposed submajor in health science is designed to provide an appropriate knowledge base for business graduates who might wish to enter the health industry.

Aims of the Health Science Submajor

The aims of the Health Science submajor are to:

- provide students with sufficient knowledge of anatomy, physiology and pathophysiology for them to communicate confidently and effectively with health professionals in relevant industries
- allow students to obtain experience of the practical and laboratory aspects of the basic health sciences
- enable students to gain some familiarity with scientific thinking and the scientific approach to problem solving

Contribution to the Degree

The submajor contributes to the aims and objectives of the Bachelor of Business degree program by providing a foundation of knowledge in the health sciences valuable to a management career in the health industry. It will enable the graduates to communicate more confidently and more effectively with scientific and medical personnel and will promote the development of critical and analytical skills needed when making decisions in which both scientific and business issues are involved.

Students taking the submajor would be well prepared to enter careers in the health service industry, the medical products industries, and at least some areas of the insurance industry, as well as being well prepared for specific management roles in many other industrial and commercial enterprises.

Structure of the Health Science Submajor

Subject No	Subject Name	Credit Points	Prerequisites
91518	Physiological Foundations of Health 1	6	None
91519	Physiological Foundations of Health 1	6	91518 Physiological Foundations of Health 1
91520	Pathophysiology 1	6	91519 Physiological Foundations of Health 2
91521	Pathophysiology 2	6	91520 Pathophysiology 1

It is expected that students taking the submajor will have undertaken previous studies in biology. Completion of either 2 unit Biology or 3 unit Science at Higher School Certificate level, though not essential, would be an advantage.

Students undertaking the submajor will normally undertake subjects alongside students enrolled in the Bachelor of Nursing degree course. However, the opportunity exists for students to replace subjects 91518 and 91519 with equivalent subjects offered to students in Bachelor of Health Science in Acupuncture course, thereby alleviating possible difficulties with timetabling and/or the location at which the subjects are offered. The alternative subjects are acceptable as prerequisites for later subjects in the submajor.

Institute of International Studies

INTERNATIONAL STUDIES

Introduction

International Studies refers to the study of society, politics, economics and culture in the countries of the non-English speaking world. This submajor provides an introduction to three countries or parts of the world that play a crucial role in Australia's business environment.

Aims of the *International Studies* Submajor

The aims of the International Studies Submajor are to provide Business students with an introduction to and understanding of the society, politics, economics and culture of East and South-east Asia, Latin America and Western Europe.

By the end of the submajor students should have a wide understanding of the culture, institutions and structures of three countries or parts of the world. Such knowledge is indispensable for those engaged in business in other parts of the world or interacting with business people from those parts of the world within Australia.

Contribution to the Degree

The Submajor in International Studies enables students in the Bachelor of Business to develop their critical and analytical skills and to broaden their knowledge and understanding of the essential cultural and institutional environment of international business through providing an introduction to the society, politics, economics and culture of other countries and parts of the world.

Above all, the submajor will assist graduates in communicating effectively with their business counterparts from other cultures. Both directly and indirectly, through making UTS graduates more sensitive to business and professional practices, this is probably the most important aspect of the proposed submajor. The internationalisation of Australia's economy has brought many international business interests to this country as well as taking many Australian business people overseas. In those interactions it is crucially important to success that Australian business people appreciate the cultural and institutional differences amongst business environments.

Structure of the Submajor

The International Studies Submajor in the Bachelor of Business consists of the Contemporary Society units of the International Studies Program. There are currently six units of 8 credit points each. In this submajor students select three units for study from:

976011	Contemporary China
976021	Contemporary Japan
976031	Contemporary South-east Asia
976041	Contemporary Latin America
976051	Contemporary West Europe
976061	Chinese East Asia

SPECIALIST COUNTRY STUDIES

Introduction

The Specialist Country Studies submajor offers students in the Bachelor of Business the opportunity to obtain an introduction to the language and culture of one of Australia's major international economic partners.

Aims of the Specialist Country Studies Submajor

The aims of the Specialist Country Studies Submajor are to provide Business students with an introduction to and understanding of the language and culture of one country or region of the non-English speaking world.

Contribution to the Degree

The Submajor in Specialist Country Studies enables students in the Bachelor of Business to develop their communicative skills in the language of one of Australia's major international economic partners. At the same time it provides students with an introduction to the society and culture of that part of the non-English speaking world.

Structure of the Submajor

Students study the language and culture of a specific country or region. They take three subjects of 8 credit points each: two from an appropriate language program, and one subject providing an introduction to the contemporary society of that country or region.

The specialist country or region of the submajor may be chosen from a range that at present includes: China, Indonesia, Japan, Latin America, South China, Thailand, West Europe.

All the subjects that comprise this submajor are units of instruction offered through the International Studies Program of the Institute for International Studies.

The individual student's level of language proficiency before entry to the UTS program decides their level of language study. There is a range of entry levels to the various programs available. Most are available at beginner's and post-HSC levels, and some at more advanced levels.

The International Studies Program distinguishes between subjects of enrolment and units of enrolment. The following subject numbers are subjects of enrolments. The units of instruction followed by students will depend on their level of language proficiency at entry to the program. There are no prerequisites for entry to any language program.

The precise combination of subjects for each specialist country study in the submajor is as follows:

China

971111	Chinese Language & Culture 1
972111	Chinese Language & Culture 2
976011	Contemporary China

Indonesia

- 971071 Indonesian Language & Culture 1
972071 Indonesian Language & Culture 20
976031 Contemporary Southeast Asia

Japan

- 971091 Japanese Language & Culture 1
972091 Japanese Language & Culture 2
976021 Contemporary Japan

Latin America

- 971131 Spanish Language & Culture 1
972131 Spanish Language & Culture 2
976041 Contemporary Latin America

South China

Either

- 971111 Chinese Language & Culture 1
972111 Chinese Language & Culture 2
or
971011 Cantonese Language & Culture 1
972011 Cantonese Language & Culture 2

- 976061 Chinese East Asia

Thailand

- 971140 Thai Language & Culture 1
972140 Thai Language & Culture 2
976031 Contemporary Southeast Asia

West Europe

Either

- 971034 French 1
972034 French 2
or
971044 German 1
972044 German 2
or
971085 Italian 1
972085 Italian 2

- 976051 Contemporary West Europe

Cross Faculty Submajors

ABORIGINAL STUDIES

Introduction

The Aboriginal Studies submajor presents a view of Australian social, political and economic life from the perspective of its indigenous people.

Aims of the Aboriginal Studies submajor

The aims of the Aboriginal Studies submajor are:

- to develop a critical understanding of a range of issues concerning precolonial and contemporary Aboriginal culture and philosophies
- to critically explore Aboriginal initiatives in community development and organisations
- to examine literature reflecting the Aboriginal experience
- to understand the legacy of colonialism in different parts of Australia, and the development of Aboriginal political awareness
- to understand contemporary Australian social, political, and economic life from Aboriginal perspectives

Contribution to the degree

This submajor makes a significant contribution to the objectives and the integrating themes of the degree. In particular, the development of intercultural sensitivity and understanding, broader communication competencies, and an understanding of the contexts of contemporary Australian life.

It also provides foundations for the development of personal value systems underlying ethical business and professional practice including social justice issues, and the development of a broader world view.

Structure of the Aboriginal Studies sub major

Core Subjects

T5110 Aboriginal Cultures and Philosophies (8cp)
54230 Aboriginal Social and Political History (8cp)

and one of

T5111 Issues in Aboriginal Education (8cp)
T5112 Aboriginal Initiatives in Education: Towards Community Control (8cp)
54231 Aboriginal People and the Media (8cp)
54330 The Politics of Aboriginal History (8cp)
54331 Aboriginal Forms of Discourse (8cp)

APPENDIX 1 BACHELOR OF BUSINESS

PRE-REQUISITES AND CO-REQUISITES

Subject No.	Subject Name	C.P.	Pre-Requisites	Co-Requisites
Core Subjects				
22105	Accounting A	4		
22205	Accounting B	4	22105 Accounting A	
25314	Business Finance	4	26122 Quantitative Methods for Business 22105 Accounting A 25110 Microeconomics	25308 Financial Markets
79202	Business Law	4		
21609	Business Strategy	4	Completion of at least 36 credit points of a Major	
25308	Financial Markets	4		26122 Quantitative Methods for Business
21125	International Business Environment	4		
25209	Macroeconomics	4	25110 Microeconomics	
21130	Management and Organisations	4		
24105	Marketing Principles	4		
25110	Microeconomics	4		
26122	Quantitative Methods for Business	4		
School of Accounting Major Subjects				
22320	Accounting for Business Combinations	6	22205 Accounting B	
22420	Accounting Standards and Regulation	6	22205 Accounting B	
22520	Corporate Reporting: Professional and Conceptual Issues	6	22420 Accounting Standards and Regulation 22320 Accounting For Business Combinations	
22321	Cost Management Systems	6	22205 Accounting B	
22421	Management Decisions and Control	6	22321 Cost Management Systems	
22522	Auditing	6	22320 Accounting For Business Combinations or 22420 Accounting Standards and Regulation	22320 Accounting For Business Combinations or 22420 Accounting Standards and Regulation
79365	Company Law	6	79101 Business Law	
79462	Revenue Law	6	79101 Business Law	

Subject No.	Subject Name	C.P.	Pre-Requisites	Co-Requisites
22226	Business Information Systems Design	6		
22216	Business Information Systems Management	6	22226 Business Information Systems Design	
22568	Business Information Syst Implementation	6	22226 Business Information Systems Design	
School of Accounting				
Other Subjects				
22610	Accounting for Insolvency	6	22205 Accounting B	
22309	Accounting for Overseas Transactions	6	22105 Accounting A	
22217	Accounting for Service Industries I	6	22105 Accounting A	
22218	Accounting for Service Industries II	6	22566 Accounting for Small Business 1	
22566	Accounting for Small Business 1	6		
22567	Accounting for Small Business 2	6	22205 Accounting B	
22312	Accounting for Superannuation	6	22205 Accounting B	
22311	Accounting for Valuation	6		
22313	Accounting Implications of Structures and Taxation	6	22205 Accounting B	
22512	Advanced Auditing Techniques	6	22522 Auditing	
22409	Auditing Project	6	22320 Accounting For Business Combinations or 22420 Accounting Standards and Regulation	22320 Accounting For Business Combinations or 22420 Accounting Standards and Regulation
22606	Business Information Systems Project	6	22226 Business Information Systems Design	
22515	Computer Based Accounting	6	22105 Accounting A	
22318	Contemporary Issues in Management Accounting	6	22421 Managerial Decisions and Control	
22026	Ethics and Accounting	6	22320 Accounting For Business Combinations or 22420 Accounting Standards and Regulation 22321 Cost Management Systems	

Subject No.	Subject Name	C.P.	Pre-Requisites	Co-Requisites
School of Accounting				
Other Subjects				
22206	Government Accounting	6	22105 Accounting A	
22240	International Accounting	6	22205 Accounting B	
22319	Issues in Financial Statement Analysis	6	22420 Accounting Standards and Regulation 26122 Quantitative Methods in Business	
22219	Social and Environmental Accounting	6	22205 Accounting B	
22531	Special Topics in Auditing	6	22522 Auditing	
School of Finance and Economics				
Major Subjects				
Economics				
25406	Quantitative Techniques for Finance and Economics	6	26122 Quantitative Methods for Business	
25210	Microeconomic Theory and Policy	6	25110 Microeconomics	
25309	Macroeconomic Theory and Policy	6	25209 Macroeconomics	
25303	Industry Economics	6	25110 Microeconomics	
25416	Economics of Money and Finance	6	Bachelor Of Business Core Subjects in Semester 1 25409 Commercial Bank Management 25209 Macroeconomics	
25305	Labour Market Economics	6	25209 Macroeconomics	
25315	International Economics	6	25309 Macroeconomic Theory and Policy 25210 Microeconomic theory and Policy	
25304	Asian-Australian Economic Relations	6	25110 Microeconomics 25209 Macroeconomics	
Finance				
25406	Quantitative Techniques for Finance and Economics	6	26122 Quantitative Methods for Business	
25410	Corporate Financial Analysis	6	25314 Business Finance 25308 Financial Institutions and Markets	

Subject No.	Subject Name	C.P.	Pre-Requisites	Co-Requisites
25506	Capital Budgeting and Valuation	6	25314 Business Finance 25406 Quantitative Techniques In Finance and Economics	
25503	Investment Analysis	6	25314 Business Finance 25406 Quantitative Techniques In Finance and Economics	25506 Capital Budgeting and Valuation
25621	Financing Decisions and Capital Market Theory	6	25506 Capital Budgeting and Valuation 25406 Quantitative Techniques In Finance and Economics	25620 Derivative Securities
25620	Derivative Securities	6	25503 Investment Analysis 25406 Quantitative Techniques For Finance and Economics	
25420	Applied Financial Management	6	25506 Capital Budgeting and Valuation 25621 Financing Decisions and Capital Market Theory 25503 Investment Analysis	
25421	International Financial Management	6	25506 Capital Budgeting and Valuation 25621 Financing Decisions and Capital Market Theory	
Other Subjects				
25522	Bank Lending and Practice	6	25314 Business Finance 25308 Financial Institutions and Markets	
25409	Commercial Bank Management	6	25314 Business Finance 25308 Financial Institutions and Markets	
25350	Principles of Risk and Insurance	6	Bachelor of Business core subjects in semesters 1& 2	
25552	Reinsurance	6	Bachelor of Business core subjects in semesters 1& 2	
25553	Risk Management	6	Bachelor of Business core subjects in semesters 1& 2	
25403	Theory of General Insurance	6	25314 Business Finance 25308 Financial Institutions and Markets	
School of Management				
Major Subjects				
21440	Management Skills	6	21130 Management and Organisations 21125 International Business Environment	
21321	Analysing Management Thinking	6	21130 Management and Organisations 21125 International Business Environment	
21221	Organisational Structure and Change	6	21130 Management and Organisations 21125 International Business Environment	

Subject No.	Subject Name	C.P.	Pre-Requisites	Co-Requisites
21210	Business, Government and Society	6	21130 Management and Organisations 21125 International Business Environment	
21306	International Employment Relations	6	21130 Management and Organisations 21125 International Business Environment	
21131	Business Process Management	6	21130 Management and Organisations 21125 International Business Environment	
21591	International Management	6	21130 Management and Organisations 21125 International Business Environment	
21630	Management of the Strategy Process	6	21130 Management and Organisations 21125 International Business Environment	
Other Subjects				
21430	Enterprise Bargaining and Workplace Relations	6		
21409	Entrepreneurship and Innovations	6		
21530	Global Strategy	6		
21593	International Business and Government	6	21591 International Management	
21595	International Management Field Study	6	21125 International Business Environment and plus at least one of: 21591 International Management 21531 Managing International Organisations 21593 International Business and Government	
21056	International Management Project	6	21591 International Management 21531 Managing International Organisations 21593 International Business and Government	
21058	Management Project	6		
21531	Managing the International Organisation	6	21591 International Management	
21410	Quality Management	6	26122 Quantitative Methods for Business	

Subject No.	Subject Name	C.P.	Pre-Requisites	Co-Requisites
21082	Small and Medium Enterprise Management	6		
21083	Socially and Ecologically Responsible Business	6		
21532	Applied International Business	6	Four foundation and three elective subjects in the International Business Major or equivalent.	
21407	Strategic Human Resource Management	6		
21311	Strategic Supply Chain Management	6		
School of Marketing				
Major Subjects				
24202	Consumer Behaviour	6	24105 Marketing Principles	
24205	Business Marketing	6	24105 Marketing Principles	
24220	International Marketing	6	24105 Marketing Principles	
24309	Introductory Marketing Research	6	24105 Marketing Principles 26122 Quantitative Methods for Business	
24331	Decision Models in Marketing	6	24105 Marketing Principles 26122 Quantitative Methods for Business	
24210	Advertising and Promotions Management	6	24105 Marketing Principles 24202 Consumer Behaviour	
24430	Applications of Marketing Research	6	24105 Marketing Principles 24309 Introductory Marketing Research	
24415	Marketing Planning and Strategy	6	24309 Introductory Marketing Research 24205 Business Marketing 24202 Consumer Behaviour	
School of Marketing				
Other Subjects				
24555	Business Marketing Project	6	24333 Channels of Distribution 24306 Marketing Of Services 21410 Quality Management	Either one of the pre-requisites may be taken as a co-requisite.
24333	Channels of Distribution	6	24105 Marketing Principles 24205 Business Marketing	
24517	Contemporary International Marketing Issues	6	24220 International Marketing	

24518	International Marketing Country Study	12	24220 International Marketing	
24607	International Marketing Management Project	6	24220 International Marketing 24517 Contemporary International Marketing Issues	
24306	Marketing of Services	6	24105 Marketing Principles	
24546	Marketing Research Project	6	24105 Marketing Principles 24309 Introductory Marketing Research	24330 Applications Of Marketing Research
24604	Project in Advertising	6	24510 Research Methods In Advertising	
24203	Quantitative Marketing Analysis	6	26122 Quantitative Methods for Business 24309 Introductory Marketing Research 24105 Marketing Principles	
24510	Research Methods in Advertising	6	24309 Introductory Marketing Research 24210 Advertising and Promotions Management	
24666	Research Methods in Marketing	6	24203 Quantitative Marketing Analysis	
School of Leisure and Tourism Studies				
Major Subjects				
27184	Introduction To Tourism Systems	6		
27648	The Tourism Industry	6		
27185	Introduction To Tourist Behaviour	6	27184 Introduction To Tourism Systems	
27327	Tourism's Environmental Interactions	6		
27642	Tourism Services Marketing	6	24105 Marketing Principles 27648 The Tourism Industry	
27164	Tourism Services Management	6	27648 The Tourism Industry 21130 Management and Organisations	
27523	Leisure and Tourism Planning	6		
21555K	Human Resource Management	6	21130K Management and Organisations	
Other Subjects				
27307	The Administration of Australian Sport	6		
27172	Applied Sport Psychology	6		

Subject No.	Subject Name	C.P.	Pre-Requisites	Co-Requisites
27177	Event and Facility Management	6		
27179	Festivals and Special Events	6		
27628	Law for Leisure Sport and Tourism	6		
27316	Leisure and Fitness Centre Operations	6		
27126	Leisure In Australia	6		
27216	Leisure Services Management	6		
27306	Marketing for Leisure Services	6	24105 Marketing Principles	
27161	Sports Marketing	6		
27103	The Olympic Games	6		

**APPENDIX 2 AVAILABILITY OF MAJORS AND
SUBMAJORS**

(Key to codes at end of Table)

	City Campus			Kuring-gai Campus		
	Day	Evening	Summer School**	Day	Evening	Summer School**
MAJORS						
Accounting	✓	✓	✓	✓	✓	
Banking		✓				
Economics		✓				
Finance	✓	✓		✓	D	
International Business	✓	P		P	P	
Management	✓	✓		✓	✓	
Marketing	✓	✓	P	✓	✓	
Tourism				✓	D	D
SUBMAJORS						
School of Accounting						
Professional Accounting and Audit Practice		✓		D		
Financial Reporting	✓	✓		P	✓	
Management Reporting	✓	✓		✓	✓	
Societal and Corporate Issues in Accounting		✓		D		
Small Business Accounting		✓				
International Accounting		✓				
Contemporary Issues in Accounting		✓				
School of Finance and Economics						
Banking		✓				
Economics		✓				
Finance	✓	✓		✓	D	
Insurance		✓				
School of Management						
Employment Relations	D				D	
International Management		D		D		
Management Practice	✓	✓		✓	✓	
Small and Medium Enterprise Management	D	D		P		
Strategic Management	D				D	

	City Campus			Kuring-gai Campus		
	Day	Evening	Summer School	Day	Evening	Summer School
School of Marketing						
Advanced Advertising	✓	✓				
Advanced Marketing Research	✓	✓				
Business to Business Marketing	✓	✓				
Information Management in Marketing	✓	✓		P	P	
International Marketing	✓	✓				
Introductory Advertising	✓	✓		P	P	
Introductory Marketing	✓	✓		✓	✓	
School of Leisure and Tourism Studies						
Leisure Management				✓	D	D
Sports Management				✓	D	D
Tourism Management				✓	D	D
Faculty of Education						
Human Resource Development	D					
Faculty of Design, Architecture and Building						
Land Economics	D					
Faculty of Humanities and Social Sciences						
Communication	D	D				
Information in Business	D	D				
Women and Business	D	D				
Public Relations*	D	D				
Faculty of Law and Legal Practice						
Business Law	✓	✓		✓	✓	
Insolvency Law		D			D	
Taxation Law	✓	✓				
Foundations In Law	✓	✓				

	City Campus			Kuring-gai Campus		
	Day	Evening	Summer School	Day	Evening	Summer School
Faculty of Mathematical and Computing Sciences						
Mathematics	✓	✓				
Operations Research	✓	✓				
Statistics	✓	✓				
Business Analysis and Design/Databases.	✓	✓				
Business Information Technology	✓	✓				
Human Factors and Computing in Business	✓	✓				
Programming and Design	✓	✓				
Faculty of Nursing						
Health Services Management				✓		
Faculty of Science						
Chemistry	✓					
Health Science	✓					
Institute of International Studies						
International Studies	D	D		D	D	
Specialist Country Studies	D	D		D	D	
Cross Faculty Submajors						
Aboriginal Studies	D					

✓ = Regularly Available. Individual subjects may be presented in alternating semesters.

D = Available subject to demand (Check with relevant Faculty/School/Department)

P = Offered in Part. Some subjects available at this campus.

* = Subject to final approval

** A range of subjects is offered at Summer School; these subjects usually form part of more popular majors/submajors. Please enquire at Student Liaison Office in Spring semester for details.

