

Business 2012

| Subject | Catalog | name | Description | Credits | Hours |
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| ACCG | 121 | Accounting Fundamentals | Learn the basic framework of accounting information systems while learning to interpret and use accounting information in making business decisions. As you work through the concepts using a practical approach you will understand the way financial statements are formed from source data and become familiar with the accounting process. The course uses meaningful practical applications and business scenarios to ensure a realistic and learning experience that prepares you for the modern business environment. | 3 | 45 |
| ACCG | 232 | Managerial Accounting | Gain access to the best information and decision-making tools by developing the skills to examine, understand, interpret and report on the information provided by accounting information systems. Building on a strong theoretical base you will use realistic industry scenarios to learn how to use financial statements to enhance your decision making. | 3 | 45 |

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| ACST | 101 | Techniques and Elements of Finance | Learn about the common financial instruments used for financial analysis while you develop an understanding of the financial institutions and markets that form a part of the Australian economy and the role they play, through globalisation in the world economy. Enhance your understanding of the uses of finance in business by gaining a thorough grounding in the mathematics of finance. | 3 | 45 |
| BBA | 103 | Business Economics | Enhance your understanding of the fundamentals of economics while gaining insight into the behavior of individual consumers, large organisations and whole economies. Learn how sound business decision making depends on economic fundamentals. This course takes a practical approach to the discussion of economics and you may find yourself discussing the economics of the second hand car market, the demand for fair trade coffee, who makes money from the drug trade or the operation of the property market in China's booming cities. | 3 | 45 |
| BBA | 122 | Business Organisation Principles | Explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. Develop an historical perspective of the management of organisations and examine business operations and human resource management from an intercultural perspective. Examine contemporary management the challenges it faced in ethics, labour relations and change. | 3 | 45 |
| BBA | 213 | Distribution Decisions | Study the importance to industry and commerce of the distribution of products, the marketing of those products and the management of the marketing function around product distribution. Learn how to enhance business performance, profitability and consistency by analysing various distribution channels and examining how they interact with various parts of the business including marketing. Examine agency agreements, franchise arrangements, storage and distribution, vertical integration and alliances and develop a hands-on perspective on making distribution decisions. | 3 | 45 |

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| BBA | 217 | Human Resource Planning & Performance | Develop the knowledge and skills necessary to manage people appropriately and effectively while gaining an understanding of the importance of taking a holistic perspective when considering business problems and decisions. Delve into extensive case studies with an international perspective as you link theory with practice through examining contemporary events. Develop situational awareness through regular scanning of the literature, the business media and other relevant sources. | 3 | 45 |
| BBA | 315 | Business Forecasting | Ensure business success by learning how to plan for and respond to change. In this course you will learn how a business can look to the future while you learn the art of gathering information from all organisational functions including marketing, finance, manufacturing, research, management and customer service and from external events such as market movements, input prices, interest rate changes and government activity. | 3 | 45 |
| BBA | 320 | Asian Business Environments | Develop a practical understanding of what it means to do business in Asia, while gaining the essential skills you need to succeed in Asian markets. Examine and compare business environments in a number of key countries in North-East and South-East Asia as you learn about the increasing influences of globalisation, different types of business organisation, government-business relationships and labour issues. Develop a real and usable understanding of the economic, social and business context of Asian economies. | 3 | 45 |

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| BBA | 340 | Cross-Cultural Management | <p>Develop the knowledge, skills and approaches that are needed for success in managing across borders and cultures. Examine a range of enterprises throughout the developed and developing world and the way newcomers to the global stage manage strategic and inter-personal aspects. Focus on the behaviour of businesses whose reach is both international and cross-cultural in character and understand the challenges they face. Find out what is needed to design strategies that work in an international context, how to go about conducting cross-cultural interactions, and how to manage day-to-day operations. Strengthen your performance by reflecting upon your own attitudes and behaviour. The skills and knowledge you gain will improve your ability to motivate, lead and negotiate in order to overcome cultural challenges.</p> | 3 | 45 |
| BBA | 350 | Strategic Management | <p>In this capstone course you will examine case studies in order to learn how to approach complex business problems from the cross-functional and multi-dimensional perspective of the general manager. Develop skills in formulating complex strategy at the business-level through the systematic analysis of a firm's internal resources and capabilities in conjunction with a structured examination of the various dimensions of its (external) industry and macro-environments. Learn what is required to pursue sustainable competitive advantage in domestic and international markets while looking at financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.</p> | 3 | 45 |
| BBA | 360 | Business Project | <p>Develop the skills and knowledge necessary to perform critical analysis of business case problems, devise a proposal for strategic business plans that is actionable, critically evaluate content, methods and processes of business planning, and enhance written and oral skills for business communication. Use your existing knowledge from prior subjects as you extends knowledge and skills through a project-based approach that will culminate in two different business project proposals.</p> | 3 | 45 |

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| BUSL | 250 | Basic Business Law | Develop an understanding of the basic principles of business law while you learn meaningful application of the law to relevant industry scenarios and gain basic knowledge of the relevant New South Wales and Commonwealth laws pertaining to the service sector. Examine the Common and Statute laws that relate to the numerous areas of liability affecting the service management industries. | 3 | 45 |
| BUSL | 350 | Marketing and Management Law | Focus on a customer-oriented approach to the marketing organisation, market definition, and market segmentation, as you learn an entrepreneurial approach to strategic choice. Gain an in-depth understanding of the methods of strategic marketing thinking and a develop a set of practical tools and concepts that will enable you to develop, evaluate and implement innovative marketing strategies. Investigate the critical aspects of strategic marketing activity and as it relates to management and marketing law and understand the concepts of “Intellectual Property”, unfair selling practices and misuse of competitive power and other laws governing marketing with a focus on the regulation of advertising and promotional activities. | 3 | 45 |
| DEM | 256 | Business Demographics | Understand the fundamentals of the changing size and composition of human populations and the causes and consequences of such change. Learn the value of strategic demographic analysis to marketing, market research, economics and areas such as marketing campaign planning, retail site location, electoral campaign strategies and public sector resource allocation. Gain a broad overview of demographic data and discover how it can be applied in the business sector while you learn to identify the main sources of demographic data and understand how knowledge of demographic data can assist with segmenting consumer and business markets. | 3 | 45 |
| ENG | 124 | Business Communication | Develop the knowledge, skills and attitudes you need to communicate effectively in the workplace. Enhance your interpersonal skills within a business setting while you gain a greater understanding of client interaction through enhanced communication and public speaking in a socially diverse work environment. Improve your proficiency in composing basic business correspondence and while you develop and improve your verbal and non-verbal business communication skills. | 3 | 45 |

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| ENG | 224 | Academic Writing and Research | Ensure your future success by enhancing your ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or project. Learn to write for a key purpose and consider the needs of the reader and understand how to create cohesive structures, present supporting evidence, conduct research, describe your analysis, and build sentence variety and vocabulary. These skills will give you keen analytical writing ability and interpretive attributes and allow you to take your place in a management team. Enhance your writing and research skills with an emphasis on demonstrating the key principles of analysing, reasoning and arguing. | 3 | 45 |
| HRM | 107 | Introduction to Human Resources | You will explore the way an organization manages its human resources, with particular reference to service. Managing a business entity in a cohesive, productive manner requires good human resource management and requires managers who can motivate. You will understand workplace behaviour, in particular a range of values, beliefs and attitudes. You will be challenged to think analytically and explore your own emotional intelligence, as well as its links to assertive communication. Analytical thinking helps the student to link the theoretical and the practical, making for wiser and more plentiful choices. Your skills will be developed by setting standards for effective practice and by adding substantially to your knowledge of workplace behaviour. | 3 | 45 |
| MGMT | 112 | Service Management | Take a service management approach to establishing an excellent business relationship with the customer as you become confident and well informed about quality service management. Explore service management through a theoretical base and meaningful, practical application. Learn the assumptions, concepts and principles upon which excellent services are provided from both a scholarly viewpoint and a practical application approach. | 3 | 45 |

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| MKTG | 221 | Principles of Marketing | Learn the techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns. Examine the evolution of marketing theory and the environment in which it operates. Take a close look at what constitutes a market and how a marketer identifies, segments and targets markets, while you discover the ways in which marketers develop the elements of the marketing mix. Become a practitioner of marketing theory as you participate in a series of exciting, competitive and interactive tutorials. | 3 | 45 |
| MKTG | 333 | Strategic Marketing Management | Marketing strategies need to be integrated with an organisation's overall corporate strategy and the strategies of other functional departments. Collectively these strategies are designed to secure a position of sustainable competitive advantage in the market place for firms. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management through a combination of readings, theoretical tools, and practical examples. Students will learn to select and apply relevant methods, individually and in a group, in the preparation of assignments, participation in tutorials and during lectures. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing. | 3 | 45 |
| STAT | 311 | Introduction to Statistics | You will learn about the statistical tools required to analyse data encountered in a wide range of managerial situations and make effective decisions based on this data. You will develop a level of understanding of statistical tools is necessary for the contemporary educated business manager to make informed decisions rather than become a statistician. You will focus on the development of an understanding of statistical practice and importantly how it is applied in a business situation. | 3 | 45 |

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| MGMT | 116 | Facilities Management | Place yourself in the position of a manager faced with making a range of decisions related to facilities and occupational health and safety. Learn the principles and practices of facilities management and occupational health and safety at work. Discover more about facilities design, operations and management, occupational health and safety, relevant legislation, risk management, and accident/ injury management. through a combination of theory lectures, practical exercises and student presentations. | 3 | 45 |
| PPP | 101 | Professional Performance | You will develop your professional skills in a variety of areas including presentation, appropriate professional behaviour, written, verbal and non verbal communication and social media etiquette. These skill all contribute to “The professional You” and will be developed through working with a mentor and attending sessions devoted to the major elements of professional practice in the service sector. The course will give you the behavioural attributes to succeed in today’s business environment and you will learn from various service industry professionals and ICMS graduates. | 3 | 45 |
| MGMT | 201 | Leadership Foundations | Comprising of four elements an initial two-day intensive, four tutorial sessions, a group assignment and a final one-day conclusion off campus) this course will explore the role that faith & values play as foundations for effective leadership and determine the personal qualities that give rise to inspiring leadership. Upon completing the course you will: understand the importance of character development for effective leadership; articulate your own personal values; differentiate between servant leadership and self-interested leadership and identify a deeper sense of purpose as a consequence of a commitment to serve others | 3 | 45 |
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