**Management Core**

**600-level subjects**

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<th>Course Code</th>
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<td>ACC600</td>
<td>Accounting Fundamentals</td>
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<td>ECO600</td>
<td>Economics and Finance for Business</td>
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<td>MKT600</td>
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<td>MGT600</td>
<td>Managing People and Organisations</td>
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**ACC600 Accounting Fundamentals**

The subject material has been designed for those who will be working in the complex and diverse business environment. The introductory theoretical base and meaningful practical applications to business scenarios combine to make this subject a realistic and useful learning experience. The subject has been designed for those who are or will be working in the current complex and diverse business environment. This subject allows students to examine and understand the basic framework of the accounting information system so that they can interpret and use it to enhance the decision-making process.

**ECO600 Economics and Finance for Business**

This course is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. Management of any business requires a thorough grounding in methods of business economics and finance. The course will introduce the student to the various economics and financial instruments, institutions and markets that form a part of the Australian economy and the role they play, through globalisation in the world economy. A thorough grounding in the mathematics of finance will also assist the student to better understand the intricacies of the financial sector. What you learn will be relevant in the world of business no matter where your travels take you.

**MKT600 Principles of Marketing**

In the course of an ordinary day we encounter hundreds, even thousands of marketing efforts brought to us by professional marketers and we are the targets of countless marketing communications campaigns. This unit will introduce you to the techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns. Marketers work to bring about exchanges that will simultaneously satisfy our needs and the needs of their organizations. We will examine the evolution of marketing theory and the environment in which it operates. We will look closely at what constitutes a market and how a marketer identifies, segments and targets markets. We will introduce you the ways in which marketers develop the elements of the marketing mix. This unit will enable students to become practitioners of marketing theory through a series of exciting, competitive and interactive tutorials.

**MGT600 Managing People and Organisations**
This course is a study of management theories, emphasising the management functions of planning, organising, leading, controlling, motivating and decision making. The course also provides an introduction to management from an organisational perspective for management students. Students will be faced with making a range of decisions related to real life business scenarios, which not only tests their theoretical knowledge of the subject but also enhances their ability to make informed and appropriate decisions based on that knowledge and the given circumstances of a variety of situations.

**HRM600 Introduction to Human Resource Management**

This course provides an introduction to human resources management (HRM). The course emphasises HRM practices and draws on cases studies and related research to illustrate these practices; it has been designed to help you explore the way an organization manages its human resources. The way in which people are managed is vital for the sustainability of any organisation. Organisational sustainability relies not only on financial outcomes but also employee wellbeing, customer satisfaction and social and environmental responsibility. The course will challenge you to think analytically and explain how HR concepts are applied in an organisational setting. The course relies on reflection and high-order thinking skills, so that you are more confident when it comes to HRM matters.

**MGT610 Cross Cultural Management**

Understanding cultural differences and effectively managing these differences are critical to working, communicating and transferring knowledge in multi-cultural and international business environments. The rationale of this course is to provide conceptual and theoretical frameworks for developing an understanding of the ways in which cultures differ. To develop an understanding of how cultural differences impact on organisations and how they constrain communication and knowledge transfer. The course also considers strategies for managing and valuing the diversity within organisations.

**800-level subjects**

**IND800 Work Integrated Learning Postgraduate**

Work Integrated learning Postgraduate provides postgraduate students with an opportunity to learn and apply research skills, to experience the Australian workplace, to broaden the professional and theoretical skills they have acquired within their studies at the College and to form a network of industry contacts. During the course of this experience, students will identify a ‘problem’ (see the definition of this term below) that relates to the organisation in which they work and will conduct research into this problem. This course is to be completed during the two terms of postgraduate studies at ICMS.

**MGT800 Service Operations Management**

This course is about the fundamentals of operations management, with a focus on the service industries. At a fundamental level, any organisation is concerned with delivering value to its customers or clients. The ‘operations’ of a company are the direct processes aimed at delivering this value. Operations management is the task of managing these processes. In most of today’s industrialized countries the service
sector now accounts for a major, and increasing, portion of the economy. In addition, many manufacturing companies are now recognising that they can obtain a competitive advantage by providing their customers with outstanding service. For both these reasons there has been and increased emphasis on the study of service operations. For service managers this means focusing on applying some of the lessons learned in manufacturing with respect to process management, analysis and efficiency. For manufacturing managers this means applying some of the lessons learned in the service sector with respect to service quality and customer service. In this course participants will learn the methods to understand, measure, monitor and improve the value creating operations of organisations.

**MGT801 Managing Service Relationships**

The course Managing Service Relationships simulates a real world situation of consultation and collaboration. The unit is designed to draw together many contemporary issues in business and society, which reflect current perspectives and theories of services and the function they play in today’s economy. The inclusion and production of service have become integral to the success of businesses. As societies increase their wealth, education and leisure time, so do their dependence on services. Whether included in consumer goods, personal care or home services, service is the most commonly-used differentiator in marketing campaigns. In analysing consumer goods and business-to-business organisations, there is specific focus on understanding how services are developed, delivered and evaluated.

**MGT803 Foundations of Management Thought**

Organisations have refined the ability to survive and grow through division of labour, hiring of individuals, quality measurement and more generally coordination of a multiplicity of efforts towards a common outcome. The concepts underpinning these processes have not appeared all formed; they rest on psychological, epistemological and moral assumptions that have informed their theoretical and practical developments. A study of these foundational assumptions leads to insights into the significance and relevance of the concepts and practices that managers are supposed to apply and which form, for better or worse, their daily reality.

**MGT805 Leadership Skills**

This subject is based on the premise that broadening and refining one’s leadership skills can enhance personal career success and organisational effectiveness. The purpose of this subject is to assist students in becoming authentic and effective leaders of organisations. This is achieved through firstly encouraging students to explore their own self-awareness in terms of values, ethics and goals, and practical techniques to improve self-management skills. Second, the subject considers interpersonal relationships, with a focus on communication and the art of persuasion and influencing. The spotlight is then turned to teamwork, emphasising managing conflict, negotiation, decision-making and problem solving. Finally, this subject delves into the dynamics of leading teams, with attention given to power, politicking, mentoring, coaching and empowering others.

**International Business**
### ACC800 International Accounting

This subject has been designed for managers working in the current complex and diverse international business environment. It allows students to understand and make an appropriate analysis of international accounting statements. The subject examines the use of financial statements within several contexts, giving the students every opportunity to extend their knowledge and familiarity with the principle accounting statements and the concepts upon which they are based. Particular attention is given to the impact of national culture and how an understanding of cultural differences provides insights into cross-national differences in accounting behaviour and practice. Students are also taught the fundamental principles of ethical behaviour in accounting and different approaches used to ‘manipulate’ accounting numbers. Current issues in accounting standard-setting in an international context, including the debate on international harmonisation, are also examined. The knowledge and skills gained from this subject enhance the decision-making process and deepen the understanding of domestic accounting systems with the international comparisons it provides.

### MKT800 International Marketing

The course will orient students to the role of international marketing in the past, present and future. It will provide students with a definition and better understanding of the concept and practice of international marketing in a globalised world; explain the influence of domestic policies on an international scale; highlight the importance of environmental and social responsibility in the international environment; introduce the students to the international business environment; present some of the opportunities and major challenges in International marketing; provide an understanding of the technological drivers of Globalisation; present the main goals of the book; and introduce an Australasian perspective to the discussed topics.

### ECO800 International Finance

The globalisation of financial markets offers opportunities but it also introduces new risks. As a response, novel investment techniques and market as well as credit risk management models have been introduced or are in the development stage. This subject will help you manage and keep abreast of changes which will accompany you in your future professional career in international business.

### ECO801 International Trade and Banking

This subject examines international trade both in theory and practice. It first reviews the theories related to inter and intra industry trade determination and the empirical evidence supporting them. It then examines trade policies, covering a wide range of topics, illustrated by up-to-date studies. It finally examines risks and practical issues in successfully financing international trade. The subject has both policy and practical emphasis and aims at providing students with a good understanding of major trade issues around the world, the effects of globalisation on trade and how international trade can be financed using the international banking system.

### Management and Organisation subjects

### MGT802 Media Management
Media management has become a vital part of strategic planning and encompasses the escalating array of communications that are essential if a firm is to succeed in new ventures and manage its relationships in existing markets. Networks and alliances need to be managed well and specific target audiences must be carefully defined if communications are to be successful. The Internet and fragmentation of the media pose challenges to the marketing manager and this subject highlights the many facets of media management with integrated communication and international perspectives. All of the promotional elements of the marketing mix involve communications between organisations and their target audiences. Good communications depends on understanding the roles of all partners in media and managing these relationships to achieve marketing objectives.

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<th>MGT805 Strategic Intelligence</th>
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<td>This subject provides students with the opportunity to apply the functional applications of business strategy in the broader commercial environment. Students will build on the general business skills including, sales, marketing, finance, market research, consumer behaviour, marketing communications and business management. The subject culminates in a Group Project and Presentation on an existing commercial enterprise. This is a Masters course and students are challenged to critically think in relation to theory application and also implication from decisions made.</td>
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<th>MGT807 Entrepreneurship and Innovation</th>
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<td>Entrepreneurship and Innovation enables students to acquire leadership and general management skills, with entrepreneurial leadership and innovation management at the centre of the concepts studied. The subject provides theoretical understanding and practical application of these two disciplines which are at the heart of managerial and business success.</td>
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<th>Sport Management Subjects</th>
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<td>SPO800 International Sport Management</td>
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<td>This subject provides students with the foundation knowledge in the management of international sporting organisations, sports team and sport programs. This subject also explores international management concepts as they relate to the sport environment. It examines context, structures and processes through the major themes of background to sport administration: theories of international management, strategic planning, intercultural human resource issues and management skills and processes. Sports science and management is an important and growing knowledge industry and sport administrators who understand all the relevant aspects of the business of sport will enhance the economic benefits of their organisations.</td>
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<th>SPO801 Sport Marketing</th>
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<td>There is a growing trend in amateur and professional sports circles, not to mention among businessmen, to consider sports as a business. Millions of dollars are spent on transfer fees, salaries, franchises and television contracts for sporting events to boost interest on sports. More spectacular sports facilities, large investments and the constant launching of new types of sport also make the case for considering</td>
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spectators as targeted consumers and sport organisations as businesses. One of 
important business tool in this area is Sports Marketing, an emerging field within the 
broader concept of Marketing.

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<th>SPO802 Sport and the Law</th>
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| Sporting activity cuts across a number of disparate areas of law. Increasing 
  professionalization, the enormous growth in the Olympic movement and the 
  commercialisation of sport have all contributed to the development of Sport as a 
  business, as well as a pastime. As a result there has been increasing intersection of 
  the law with sporting activity. This subject examines the economics of sports 
  leagues; the structure of sporting organisations; International and national 
  governance of sport; the impact of administrative law on the working of disciplinary 
  tribunals; industrial law and the treatment of the athlete as employee; labour market 
  controls and the impact of competition law; player agents; the law and policy relating 
  to doping of athletes; and the impact of intellectual property laws on sponsorship and 
  promotion of sporting events. |

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<tr>
<th>SPO803 Sport Management in Australia</th>
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| This subject examines the reasons for Australia’s international reputation for sporting 
  excellence: a strong sport-orientated culture completed by world-class capacities in 
  sport science and sport management. Sport science and management is an 
  important and growing knowledge industry and sport administrators who understand 
  all the relevant aspects of the business of sport will enhance the economic benefits 
  of their organisations. Topics include the history of sport as mass culture in Australia, 
  the rise of organised sport in Australia, the role of the media and big business, the 
  Australian sports system since the 1970s and the impact of globalisation on the 
  Australian sport management culture. In particular we look at the influence of the 
  Asian region on Australian sport management. |

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<th>SPO804 Advanced Player and Performance Management</th>
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| Advanced Performance Management illuminates the holistic nature of an elite 
  athlete’s life. That is, the ‘lived experience’ of an athlete with all its disparate 
  elements are explicated and investigated. Contracts, sponsorship, marketing, brand 
  evolution and recognition, etc. are but a small part of the success equation of 
  sporting success. This subject explores in-depth a variety of systematic & 
  accountable Sports Performance Management assessments and interventions, 
  which optimize the athlete’s performance. Additionally, students are armed with a 
  broad range of performance enhancing strategies to produce ‘superstar’ athletes of 
  the 21st Century. |

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<th>Tourism and Hospitality subjects</th>
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<td>TOU800 International Tourism</td>
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| Tourism is the world’s largest industry. It is also an international activity that crosses 
  political, religious, ethnic, cultural, and natural boundaries. This course studies how 
  the physical and humanistic components of planet Earth have influenced the 
  development and operation of tourism throughout the world. Although many 
  countries share similar tourist attributes, each is unique in its own way. As a result of |
their specific influences and attributes, various institutional elements and systems have been put into place by governments and the private sector to effectively manage tourism growth, operational sectors, and individual enterprises. Tourism is also international in regards to its tourist flows, source markets and destinations, shared resources, investment and management, impacts, and competition. Since international tourism requires the crossing of borders into foreign jurisdictions, a significant amount of understanding and cooperation is required on various political, social, and business levels.

**TOU801 Tourism and Hospitality Marketing**

Hospitality and Tourism marketing is distinct in its application in relation to other products and services marketing. The positioning and programming of inter related products and services affects end to end marketing of products and services in this industry. Industry dynamics dictate that marketers be involved in a wider range of activities to adorn themselves of the information required to successfully market products effectively, efficiently and sustainably. To gain an understanding of these activities, various theoretical assumptions are made based on practical examples that amount to significant insights that marketers can apply into successful campaigns.

**HOS800 Hospitality Property and Facilities Management**

Facilities and property management have a very important place in the planning and controlling of the various activities that occur within a hospitality enterprise. This unit first develops an understanding of the importance of architectural design and the construction methods which underpin the preparation of design documents for construction and refurbishment programs. Emphasis is placed on the maintenance of a safe and secure physical environment, the containment of energy costs, the preservation of built facilities and compliance with building codes. The unit builds on a rigorous, theoretical base to describe the practical importance of strategic planning in facilities management. The skills and knowledge developed in the unit will equip graduates to design viable redevelopment strategies, understand the implications of sound facilities and property management and to provide superior quality venues offering distinctive quality service. The embedded employability skills developed by the successful completion of this unit should enhance employment opportunities in a variety of facility-based business sectors.

**HOS801 Hotel Management Simulation**

Today's hospitality industry relies increasingly on the ability of its managers to develop their businesses in an ever changing competitive environment. Time constraints, budgets, technical, aesthetical and human resources must all be considered in order to achieve desired profitability. By using computer simulation to learn about hotel management, this unit provides a flexible, student-centred and academically rigorous program, which seeks to develop students’ competencies and encourage their intellectual skills in examining the theory and operations of the hospitality industry.