

**COLLEGE OF  
BUSINESS  
HANDBOOK 2017**

# **DISCLAIMER**

The information contained in Victoria University's 2017 College of Business was current at 28 November 2016

In today's university environment, changes to courses occur far more frequently than in the past. For current information on Victoria University's courses, readers are advised to access the University's online courses database at [www.vu.edu.au/courses](http://www.vu.edu.au/courses)

If you have difficulty in accessing this material electronically, please phone (03)9919 6100 for assistance.

# **IMPORTANT INFORMATION**

The course details in this handbook (Plus details of all other Victoria University courses) can also be searched on the University's online courses database at [www.vu.edu.au/courses](http://www.vu.edu.au/courses)

This handbook can be downloaded as a pdf file from the Victoria University website at [www.vu.edu.au/courses/course-handbooks-and-guides](http://www.vu.edu.au/courses/course-handbooks-and-guides)

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# HOW TO USE THIS HANDBOOK

Victoria University's 2017 College of Business Handbook is designed to provide students with detailed information on course structures and unit details for undergraduate and postgraduate courses offered by the college in 2017.

The definition of fields used in course tables throughout this handbook include:

Credit Point – the number of credit points a unit contributes towards the total points needed to complete a course.

## PLEASE NOTE

This handbook provides a guide to courses available within Victoria University's College of Business in 2017.

Although all attempts have been made to make the information as accurate as possible, students should check with the college that the information is accurate when planning their courses.

NOTE: Prospective students are strongly advised to search the University's online courses database at [www.vu.edu.au/courses](http://www.vu.edu.au/courses) for the most up-to-date list of courses.

This handbook includes descriptions of courses that may later be altered or include courses that may not be offered due to unforeseen circumstances, such as insufficient enrolments or changes in teaching personnel. The fact that details of a course are included in this handbook can in no way be taken as creating an obligation on the part of the University to teach it in any given year or in the manner described. The University reserves the right to discontinue or vary courses at any time without notice.

## OTHER INFORMATION

Information about course fees, articulation and credit transfer, recognition of prior learning, admission and enrolment procedures, examinations, and services available to students can be accessed on the University's website or by contacting the University directly.

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# College of Business

Below are details of courses offered by the College of Business in 2017.

This information is also available online on the University's searchable courses database at [www.vu.edu.au/courses](http://www.vu.edu.au/courses)

NOTE: Courses available to international students are marked with the (I) symbol

## Bachelor of Commerce

**Course Code:**BBCA

**Campus:**City Flinders.

**About this course:**The Bachelor of Commerce produces career-ready graduates by providing students with both technical and professional competencies, and highly valued generic skills such as critical thinking, problem solving, teamwork/collaboration and effective communication. Students have the flexibility to build on the core commercial skills developed in first year, by choosing a major in second year that will prepare for a career in either Applied Finance or International Business. In the final year, students will complete two business capstone units which give the opportunity to take part in a multidisciplinary group project or a research challenge competition. Students are also encouraged to complete a minor to expand knowledge and enhance employability. In this course students may select an overseas study tour, industry placement, and take part in a mentoring program. There are extensive opportunities to engage in workplace-based projects and authentic case-based scenarios.

**Course Objectives:**On successful completion of the Bachelor Commerce graduates will be able to:

- Integrate conceptual understandings of commerce, quantitative methods, economics, accounting, finance, investment, international business and relevant legal areas with advanced specialist knowledge within the commerce discipline;
- Critically review, analyse, adapt and apply broad and coherent theoretical and technical knowledge of commerce in diverse contexts, including political and global contexts;
- Critically analyse and exhibit ethical and professional judgement and effective decisions, by adapting the knowledge and skills to both anticipate and solve complex problems in local and international commercial contexts across of a range of economically diverse markets;
- Communicate a clear, coherent and independent exposition of knowledge and skills in both oral and written form to a range of audiences;
- Reflect on personal learning and skills in relation to career goals and implement effective, creative strategies to promote lifelong learning and pathways to further learning.

**Careers:**Bachelor of Commerce graduates find employment in a wide range of jobs in various professional settings including private corporations, professional service firms, the public service and community sector. Example of job titles for BCom (Applied Finance) graduates\*:

- Financial analyst

- Financial services management (Investment fund managers and trustees)
- Financial adviser
- Banker
- Investment analyst
- Insurance consultant/Superannuation
- Stockbroker
- Research analyst
- Portfolio manager
- Strategic planning and project evaluation analyst (takeovers, mergers, acquisitions and divestitures)
- Equity market analyst

\*Source: Chartered Financial Analyst® (CFA) and Job Outlook Website Example of job titles for BCom (International Business) graduates:

- Business Analyst
- Economist
- International Business Specialist
- International Banker
- Investment Manager
- Marketing Officer/Manager
- Project Manager
- Export/Import Manager
- International Finance Manager

**Course Duration:**3 years

**Admission Requirements:**Units 3 and 4: a study score of at least 25 in English (EAL) or at least 20 in English other than EAL.

**Admission Requirements International:**Completed a secondary school qualification equivalent to Australia's year 12 or VCE qualification (refer to Year 12 Admission requirements for details). In addition to VCE admission, English language requirements apply to international applicants and other applicants whose previous study was undertaken in a language other than English. A minimum overall band score of 6.0 on IELTS (Academic) with no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:**Applicants with a minimum of 5 years relevant professional experience.

**Admission Requirements VET:**Successful completion of a Diploma in the field of business or finance with a minimum 75% of GPA score or equivalent. Students may be eligible for advanced standing of up to 48 credit points (equivalent to four units of study).

**Admission Requirements Other:**Bachelor of Business students who successfully complete the first year of their degree with minimum 75% of GPA score or equivalent will be eligible for advanced standing of up to 48 credit points (equivalent to four units of study).

COURSE STRUCTURE

To attain the award of Bachelor of Commerce, students will be required to complete 288 credit points (equivalent to 24 units) consisting of:

- 48 credit points (equivalent to 4 units) of College Core studies;
- 96 credit points (equivalent to 8 units) of Professional Core studies
- 96 credit points (equivalent to 8 units) of Major studies from the list below
- 48 credit points (equivalent to 4 units) of Minor studies from the list below

Minors not available for students completing the Applied Finance Major are:-

- BMAAPF Applied Finance
- BMIFNM Finance Mentoring
- BMFWI Finance Work Integrated Learning

Minors not available for students completing the International Business Major are:-

- BMIBU International Business
- BMIBM International Business Mentoring
- BMIBW International Business Work Integrated Learning

#### COLLEGE CORE

BHO1171	Introduction to Marketing	12
BLO1105	Business Law	12
BMO1102	Management and Organisation Behaviour	12
BPD1100	Integrated Business Challenge	12

#### PROFESSIONAL CORE

BAO1107	Accounting Information Systems	12
BE01103	Microeconomic Principles	12
BE01104	Macroeconomic Principles	12
BBC1002	Data Analysis for Financial Markets	12
BBC2002	Financial Markets and Instruments	12
BAO3307	Corporate Finance	12
BPD2100	International Business Challenge	12
BPD3100	Applied Business Challenge	12

#### Majors

BMAAPF	Applied Finance
BMAIBU	International Business

#### Minors

ESPIDG	Global Indigenous Challenge
ESGPLP	Global Leadership
BMAAPF	Applied Finance
BMIBU	International Business
BMIBW	International Business Work Integrated Learning
BMFWI	Finance Work Integrated Learning
BMIBM	International Business Mentoring
BMIFNM	Finance Mentoring

### Bachelor of Commerce (Applied Finance) / Bachelor of Laws

Course Code:BBLC

Campus:City Queen, City Flinders.

**About this course:**The combination of disciplines in the course develops explicit connections between the fields of law and commerce. The course incorporates specific content to ensure that you fulfil the academic requirements for admission as an Australian Lawyer. It is also designed to prepare you for work in the financial services industry, through the incorporation of a significant amount of the Charter Financial Analysts (CFA) Body of Knowledge. You will engage with important ethical principles and develop appropriate professional conduct towards clients, employers, and community. Furthermore the course will provide you with the professional and academic skills required to investigate contemporary issues examine the integrity and sustainability of financial markets and legal practices in Australia; and make decisions as ethical and responsible global professionals. This double degree prepares you for a range of careers in a variety of legal community and commercial settings, corporate and community sectors, government and non-government organisations.

**Course Objectives:**The course learning outcomes include the concepts, theories and ideas central to the disciplines of law and applied finance. The course learning outcomes also closely align with the Threshold Learning Outcomes expected for Bachelor of Laws degrees. The course will equip graduates to obtain employment in law firms, at the Bar in other law-related areas and in the finance sector. The course learning outcomes and graduate capabilities include attributes and capabilities expected of graduates in finance and law graduates from an Australian law school and to satisfy the academic requirements for admission to legal practice in Victoria. Aligned with AQF level 7, upon successful completion of the Bachelor of Laws /Bachelor of Commerce (Applied Finance) it is expected that graduates be able to:

- Integrate conceptual understandings of the finance, quantitative methods, economics, accounting, and investment areas with advanced specialist financial knowledge within the finance discipline and the Australian legal system, fundamental areas of legal knowledge and relevant advanced specialist bodies of knowledge within the discipline of law;
- Critically review, analyse, adapt and apply broad and coherent theoretical and technical knowledge of finance and law and underlying principles and concepts in diverse contemporary local and international and comparative contexts,

- Identify, articulate and respond to legal issues by critically analysing and applying information with initiative and judgement in order to both anticipate and creatively solve financial and legal problems and promote justice in authentic/contemporary professional, community and global settings;
- Exhibit professional accountabilities and ethical judgement, by evaluating, synthesising and adapting knowledge, skills legal reasoning and research to make appropriate responses to legal issues and effective decisions that reflect the social, political and contextual factors;
- Communicate a clear, coherent and independent exposition of knowledge and skills appropriate for financial, legal and other audiences, in both oral and written form;
- Reflect on personal learning and skills in relation to career goals and implement effective, creative strategies to promote lifelong learning and pathways to further learning including a commitment to ongoing professional development;
- Apply personal and interpersonal competencies including organisational and collaborative skills necessary to operate within broad parameters in the immensely divergent and complex global and Australian cultures; and
- Contribute effectively, with personal accountability for outcomes in a dynamic 21st century work team, working in an ethical and socially responsible manner.

**Careers:** Graduates find employment in a wide range of jobs in various professional settings including private corporations, professional service firms, the public service and community sector. Example of job titles for BCom (Applied Finance) graduates\*:

- Financial analyst
- Financial services management (Investment fund managers and trustees)
- Financial adviser
- Banker
- Investment analyst
- Insurance consultant/Superannuation
- Stockbroker
- Research analyst
- Portfolio manager
- Strategic planning and project evaluation analyst (takeovers, mergers, acquisitions and divestitures)
- Equity market analyst

\*Source: Chartered Financial Analyst® (CFA) and Job Outlook Website

- Graduates meet the academic and professional requirements to be admitted to legal practice in Australia.
- Graduates have the opportunity to begin careers in a legal capacity in a government department or agency such as Treasury or Foreign Affairs at a federal level or in state government.
- Graduates may begin a career in community legal centres supporting legal access in particular geographic locations.
- Graduates have the opportunity to begin a career in-house in a profit or not-for-profit business.

**Course Duration:** 5 years

**Admission Requirements:** Successfully completed VCE (or equivalent) with 30 in Further Mathematics, or 25 in either Mathematics Methods or Specialist Mathematics, and 30 in English EAL or 25 in any other English.

**Admission Requirements International:** In addition to satisfying the entry requirements for Australian resident students or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** Academic record including GPA (see institutional page). A minimum of 5 years relevant professional work experience may be considered in the absence of an academic record. Applicants may be required to participate in an interview as part of the selection process.

**Admission Requirements VET:** Applicants with a diploma in the field of business or finance (minimum 80% of GPA score or equivalent) will have advanced standing equivalent to three specified units of study (36 credit points). Applicants may be required to participate in an interview as part of the selection process.

**Admission Requirements Other:** Students may apply for course transfer from Bachelor of Legal Services, Bachelor of Laws, Bachelor of Business, Bachelor of Commerce or an equivalent degree into the double degree. Applicants must achieve either an average (mean) mark of at least 65% in their Law units or 75% in their Commerce/Business units. Applicants may also be required to participate in an interview as part of the selection process. Students will receive advanced standing for all matching units undertaken in that degree.

## COURSE STRUCTURE

To attain the awards of Bachelor of Commerce (Applied Finance) and Bachelor of Laws students will be required to complete in total 40 units (480 credit points) consisting of:

- 72 credit points of Core Commerce studies (equivalent to 6 units)
- 120 credit points of Applied Finance Specialisation studies (equivalent to 10 units)
- 252 credit points of core law studies (equivalent to 21 units)
- 36 credit points of Law Elective studies (equivalent to 3 units)

To be awarded a Bachelor of Laws with Honours: Students who enrolled in the Bachelor of Laws prior to 31 Dec 2014 may be awarded a Bachelor of Laws with Honours (Class H1, H2A, H2B or H3). The class of honours will be determined by their GPA score in BLB4142/LLW5901. This GPA score will be calculated by the College of Law and Justice. To be awarded a Bachelor of Laws (Honours) (For students enrolled post 1 January 2015): Students in any Bachelor of Laws course may apply to transfer into any Bachelor of Laws (Honours) once they have completed a minimum 192 credit points (equivalent to 16 units) and have attained an average mark of Distinction or above i.e. 70–100% in those units.

Year 1, Semester 1

BMO1102 Management and Organisation Behaviour

12

BA01107	Accounting Information Systems	12	LLW4000	Civil Procedure	12
BE01103	Microeconomic Principles	12	12 credit points (1 unit) from Law Elective list		
BLB1101	Australian Legal System in Context	12	Year 4, Semester 2		
Year 1, Semester 2			LLW3000	Australian Administrative Law	12
BLB1114	Legal Research Methods	12	BLB3132	Securities Law	12
BE01104	Macroeconomic Principles	12	BPD3100	Applied Business Challenge	12
LLW1000	Introduction to Public Law	12	BBC3002	Portfolio Management	12
BBC1002	Data Analysis for Financial Markets	12	Year 5, Semester 1		
Year 2, Semester 1			BLB4136	Equity and Trusts	12
BLB1102	Contracts 1	12	LLW5000	Advanced Commercial Law	12
BH01171	Introduction to Marketing	12	LLW5003	Evidence and Criminal Procedure	12
BBC2002	Financial Markets and Instruments	12	12 credit points (1 unit) from Law Elective list		
BA02202	Financial Accounting	12	Year 5, Semester 2		
Year 2, Semester 2			LLW5001	Corporations Law 2	12
LLW1001	Criminal Law	12	LLW5002	Advanced Constitutional Law	12
BLB1115	Torts	12	LLW5004	Lawyers' Ethics and Professional Responsibility	12
BA02203	Corporate Accounting	12	12 credit points (1 unit) from Law Elective list		
BA02441	Personal Financial Planning	12	Law Elective Units		
Year 3, Semester 1			Students complete 36 Credit Points (3 units) from the following list of electives:		
BBC1001	Business and Finance Ethics	12	BLB3129	Intellectual Property Law	12
BBC2001	Financial Econometrics	12	BLB3133	Comparative Commercial Law	12
BLB2119	Corporations Law 1	12	BLB3134	Taxation Law	12
BLB2121	Legal Theory	12	BLB3136	Family Law in Society	12
Year 3, Semester 2			BLB3137	Elements of Regulation	12
BLB2120	Legal Writing and Drafting	12	BLB3138	Criminal Law 2	12
BLB2125	Real Property Law	12	BLB3139	Law Reform	12
BLB2122	Advocacy and Communication	12	BLB4104	Commercial Arbitration Law	12
BA03307	Corporate Finance	12	BLB4105	Commercial Arbitration Practice and Procedure	12
Year 4, Semester 1			BLB4135	Australian Employment Law	12
BBC3001	Valuation of Securities	12	BLB4140	Privacy and Media Law	12
BLB3130	Interviewing and Negotiation Skills	12	BLB4141	International Trade Law	12



BLB4142	Advanced Legal Research Dissertation	12
BLB4143	Public International Law	12
BLB4144	European Union Law	12
BLB4145	Human Rights Law	12
BLB4146	Wills and the Administration of Estates	12
BLO2502	Transport Law	12
LLW2000	Torts 2	12
LLW2001	Competition Law and Policy	12
LLW2002	International Law Practicum	12
LLW3001	Law in Practice 1	12
LLW3002	Alternative Dispute Resolution	12
LLW3003	Court and Tribunal Internship	12
LLW3004	Current Legal Topics and Issues	12
LLW4001	Asian Law Studies	12
LLW4002	Australian Migration Law	12
LLW4003	Australia's Visa System	12
LLW4004	Sports Law	12
LLW5902	Research Law Internship	12
LLW5903	Mooting Competition	12
Honours for students enrolled 2015 and thereafter		
LLW5900	Advanced Legal Research Methods	12
LLW5901	Advanced Legal Research Dissertation	12

## Bachelor of Business

**Course Code:**BBNS

**Campus:**Footscray Park, VU Sydney, City Flinders.

**About this course:**Our Bachelor of Business is designed to provide you with the flexibility and the professional development that you require to make an informed decision about your choice of career in the business field. It is a three year course comprising of a common first year that engages you through a number of real world business challenges. Your choice of major and minors commences in the second year. The Bachelor of Business offers majors in the disciplines as listed below:

- Accounting
- Banking and Finance
- Event Management
- Financial Risk Management
- Human Resource Management

- Information Systems Management
- International Hospitality Management
- International Tourism Management
- International Trade
- Management and Innovation
- Marketing
- Music Industry
- Supply Chain and Logistics Management

This course will offer challenging, engaging, and valued real world experiences.

**Course Objectives:**The Bachelor of Business enables students to experience a range of educational approaches and curricula that will equip graduates for entry into a constantly changing local and global workforce requiring intellectual, analytical, organisational, personal and interpersonal skills. Upon completion of the Bachelor of Business graduates will be able to:

- Critically review, synthesise and adapt business theories to analyse authentic contemporary problems in a variety of domestic and international contexts appreciating the value of diversity and intercultural settings;
- Exhibit professional judgement in the selection and use of common business tools to support decision-making and project management in a general business context;
- Critically evaluate priorities and articulate key issues in complex business problems;
- Analyse and reflect on the impact of contemporary external (strategy, cultural and other competitive pressures) and internal factors (structure, culture and systems) to achieve effective business practices;
- Critically review and apply practical, effective and ethically responsible solutions with initiative and professional judgement to a range of business-related challenges at both strategic and operational levels;
- Contribute effectively, with personal accountability for outcomes in a dynamic 21st century work team, working in an ethical and socially responsible manner whilst acknowledging the contributions of others in achieving both individual and team goals;
- Clearly and coherently communicate independent insights and ideas using verbal, written and visual modes of delivery to both specialist and non-specialist audiences;
- Exemplify personal awareness, self-motivation, change readiness and resilience in response to dynamic environments/conditions;
- Reflect lifelong learning attributes including autonomous, self-directed learning skills and habits.

**Careers:**Bachelor of Business graduates find employment in a wide range of occupations and professional settings including private corporations, professional service firms, the public service, and community sector.

**Course Duration:**3 years

**Admission Requirements:**Successful completion of an Australian Senior Secondary Certificate (VCE or equivalent) including Units 3 and 4 with a minimum study score of 25 in English (EAL) or 20 in English (any).

**Admission Requirements International:** Successful completion of an Australian Senior Secondary Certificate (VCE or equivalent) OR Successful completion of an Australian Diploma or Advanced Diploma (or equivalent) PLUS IELTS (or equivalent): Overall score of 6 with no band less than 6.0

**Admission Requirements Mature Age:** Applicants with relevant work, education and/or community experience will be considered for admission to the course.

**Admission Requirements VET:** Successful completion of a cognate (similar discipline) Australian Diploma or Advanced Diploma (or equivalent) will be granted advanced standing of a maximum 96 credit points (Diploma) or 144 credit points (Advanced Diploma). OR Successful completion of a non-cognate (not similar) Australian (or equivalent) Diploma or Advanced Diploma will be granted advanced standing on a case by case basis.

#### COURSE STRUCTURE

To attain the Bachelor of Business, students will be required to complete 288 credit points (equivalent to 24 units) consisting of:

- 96 credit points (equivalent to 8 units) Core Business units
- 96 credit points (equivalent to 8 units) of Major studies selected from the majors listed below.
- 96 credit points (equivalent to 8 units) made up of either

2nd Major 96 credit points (equivalent to 8 units) OR 1 Discipline Minor 48 credit points (equivalent to 4 units) AND 1 Breadth Minor 48 credit points (equivalent to 4 units) Please note: All students must complete BPD2100 International Business Challenge. Students will complete BPD2100 International Business Challenge:

- in place of BPD3100 Applied Business Challenge when completing a second major; or
- when completing a Breadth Minor.

#### Core Business Units

BAO1101	Accounting for Decision Making	12
BCO1102	Information Systems for Business	12
BE01105	Economic Principles	12
BE01106	Business Statistics	12
BHO1171	Introduction to Marketing	12
BLO1105	Business Law	12
BMO1102	Management and Organisation Behaviour	12
BPD1100	Integrated Business Challenge	12

#### Majors

BMAACT	Accounting
BMABKF	Banking and Finance

BMAEVT	Event Management
BMAFNR	Financial Risk Management
BMAHRM	Human Resource Management
BMAISM	Information Systems Management
BMAIHM	International Hospitality Management
BMAITM	International Tourism Management
BMAITD	International Trade
BMAMAI	Management and Innovation
BMAMRK	Marketing
BMAMUS	Music Industry
BMASCL	Supply Chain and Logistics Management
Minors	
ESPIDG	Global Indigenous Challenge
ESPGLP	Global Leadership
BMACT	Accounting
BMBKF	Banking and Finance
BMIEVT	Event Management
BMFNR	Financial Risk Management
BMHRM	Human Resource Management
BMIHM	International Hospitality Management
BMIISM	Information Systems Management
BMITM	International Tourism Management
BMITD	International Trade
BMMAI	Management and Innovation
BMMRK	Marketing
BMMUS	Music Industry
BMSCL	Supply Chain and Logistics Management
BMIEN	International Engagement
BMIWEN	Workplace Engagement

## Graduate Diploma in Professional Accounting

**Course Code:** BGAP

**Campus:** VU Sydney, City Flinders.

**About this course:** This course will provide an opportunity for students with a bachelor degree in non-accounting disciplines to gain entry to the accounting profession with 8 units of study. It will qualify non-accounting degree holders as accountants by satisfying the educational requirements for associate membership of CPA Australia. The Graduate Diploma in Professional Accounting will prepare you with the technical, analytical, appreciative, personal and interpersonal skills essential for the professional accountant in today's global environment. Students may also meet the qualifying requirements of the Institute of Chartered Accountants Australia (ICAA) by completing an additional in taxation.

**Course Objectives:** The Graduate Diploma of Professional Accounting provides a professional business qualification for people who desire a specialist Accounting qualification. On successful completion of the new Graduate Diploma of Professional Accounting program, graduates should be able to:

- Review theoretical approaches and analyse their application to achieve effective accounting practice.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of business problems in authentic/contemporary Accounting Information Systems
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of Accounting and associated Information Systems in the support of complex management decision making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
- General Accountant
- Taxation Accountant
- Management Accountant

**Careers:** This course qualifies you as an accountant and satisfies the educational requirements for Associate Membership of CPA Australia. With an additional unit in Taxation, students will qualify for the ICAA associate membership - BLO5539 Australian Income Tax Law and Practice.

**Course Duration:** 1 year

**Admission Requirements International:** In addition to the requirements for VET or Mature age admission, international applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed: • an AQF 7 qualification; OR • in the absence of the above, a minimum of 7 years of relevant business related professional experience.

**Admission Requirements VET:** To qualify for admission to the course an applicant must have completed: • a business related VET (AQF 5 or 6) qualification and a minimum of three years of relevant professional experience

### COURSE STRUCTURE

The Graduate Diploma of Professional Accounting course is a 96 credit point (8 unit), one year full-time duration award which may be studied in part-time mode. The course consists of eight postgraduate business units.

#### Semester 1

BA05522	Managerial Accounting	12
BA05543	Accounting Systems and Processes	12
BLO5540	Business and Company Law	12
BE06600	Business Economics	12

#### Semester 2

BA05534	Business Finance	12
BA05525	Financial and Corporate Accounting	12
BA05524	Professional Auditing	12
BA05535	Issues in Contemporary Accounting	12

## Graduate Diploma in Business (Accounting)

**Course Code:** BGAR

**Campus:** VU Sydney, City Flinders.

**About this course:** The Graduate Diploma in Business (Accounting) is a stepping stone to the world of professional accounting. It is designed for those who already have a base of significant relevant professional experience or have a Bachelor's degree. The course is academically rigorous, developing a strong foundation in conceptual knowledge of accounting procedures and practices. This foundation is complemented by current skills development, focusing on critical thinking, problem solving and creativity.

**Course Objectives:** The Graduate Diploma in Business (Accounting) provides a professional business course for those seeking a specialist Accounting qualification. On successful completion of this course, working independently or in collaborative groups, graduates will be able to:

- Synthesise and critically review knowledge about business systems relevant to accounting practices to make high level, independent technical recommendations.
- Analyse research findings applicable to accounting processes in business environments.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of business and more specifically accounting problems in authentic/contemporary accounting settings.
- Critically apply cross disciplinary knowledge in creative decision making.

- Demonstrate independent judgement in a range of business and accounting-related technical functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of accounting and associated business systems in the support of management decision making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.

**Careers:** Pathways to further study and positions such as General Accountant or Assistant Accountant.

**Course Duration:** 1 year

**Admission Requirements International:** In addition to the requirements for mature age admissions listed below, overseas applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed • a Bachelor's degree (AQF 7) from any discipline, or • in absence of the above, a minimum of seven years of relevant professional experience.

**Admission Requirements VET:** To qualify for admission to the course an applicant must have completed • a relevant VE (AQF 5 or AQF 6) qualification and have a minimum of three years of relevant professional experience.

#### COURSE STRUCTURE

The Graduate Diploma in Business (Accounting) degree is a 96 credit point (8 units), one year full-time award which may be studied in part-time mode. The course has two (2) main components:

- Seven (7) Core Units;
- One (1) Elective Unit.

Students planning to continue onto Masters study are advised to take BMO6630 Business Research Methods as their elective unit.

#### Year 1, Semester 1

BE06600	Business Economics	12
BC06603	Enterprise Resource Planning Systems	12
BH06505	Marketing Management	12
BMO6506	Work and Organisation Systems	12

#### Year 1, Semester 2

BA05522	Managerial Accounting	12
BA05543	Accounting Systems and Processes	12

BA05534	Business Finance	12
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Select 12 credit points (1 unit) from the list of elective units below:

Elective Units (subject to availability)

BA05524	Professional Auditing	12
BA05525	Financial and Corporate Accounting	12
BA05535	Issues in Contemporary Accounting	12
BA05572	Treasury Risk Management	12
BA05734	Financial Analysis	12
BA05736	Managerial Control Systems	12
BA05746	Credit and Lending Management	12
BA05747	International Portfolio Management	12
BA06714	Computerised Accounting in an ERP System	12
BE05686	Financial Derivative Markets	12
BE05539	Business Statistics	12
BLO5539	Australian Income Tax Law and Practice	12
BLO5540	Business and Company Law	12
BMO5501	Business Ethics and Sustainability	12
BMO6630	Business Research Methods	12

### Graduate Diploma in Business (Finance)

**Course Code:** BGBF

**Campus:** City Flinders.

**About this course:** This course will provide opportunities for applicants without a formal finance background to move into postgraduate finance study. The course will provide graduates with the specialist knowledge and skills that will prepare them for early career finance positions in a variety of fields. The Graduate Diploma in Business (Finance) is an academically focused and professionally relevant business course. This is complemented with skills development focusing on critical thinking, problem solving, creativity and social aspects through authentic assessment.

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates will be able to:

- Synthesise and critically review knowledge about business systems relevant to financial practices to make high level, independent technical recommendations.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of financial business problems in authentic/contemporary financial systems.
- Critically apply cross disciplinary knowledge in creative decision making in the field of finance.

- Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future financial business challenges.
- Evaluate the effectiveness of financial and associated information systems in the support of management decision making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
- Analyse research findings applicable to finance processes in business environments.

**Careers:** Pathway to further study, and prepares students for professional careers in financial management, fund management, securities trading and financial risk management.

**Course Duration:** 1 year

**Admission Requirements International:** In addition to the requirements for mature age admissions, overseas applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed: • a relevant VE (AQF 5 or AQF 6) qualification and have a minimum of three years of relevant professional experience, or • an AQF 7 qualification from any discipline, or • in absence of the above, a minimum of seven years of relevant professional experience.

#### COURSE STRUCTURE

The Graduate Diploma in Business (Finance) is a 96 credit points (8 units) with two components. Both components must be successfully completed to meet graduation requirements:

- 84 credit points of core studies (equivalent to 7 units) - (BA06504, BE06600, BH06505, BM06506, BA05534 BA05734 and BA05746).
- 12 credit points of elective study (equivalent to 1 unit).

Students planning to continue onto Masters study are advised to take BM06603, Business Research Methods as their elective unit.

#### Year 1, Semester 1

BA06504	Accounting for Management	12
BE06600	Business Economics	12
BH06505	Marketing Management	12
BM06506	Work and Organisation Systems	12

#### Year 1, Semester 2

BA05534	Business Finance	12
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BA05734	Financial Analysis	12
BA05746	Credit and Lending Management	12

#### ELECTIVES:

Select from the list below subject to availability

BM06630	Business Research Methods	12
BM05501	Business Ethics and Sustainability	12
BA05747	International Portfolio Management	12
BA05573	International Financial Management	12
BA05572	Treasury Risk Management	12
BE05686	Financial Derivative Markets	12

### Graduate Diploma in Business Analytics

**Course Code:** BGBI

**Campus:** City Flinders.

**About this course:** Victoria University is one of the world's leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. The Graduate Diploma in Business Analytics offers a pathway to postgraduate Business Analytics studies and is designed for those who already have a base of significant relevant professional experience but do not yet have a Bachelor's degree. The Graduate Diploma provides breadth of study by establishing a foundation of Business Analytics-relevant units that build upon key business systems and processes. Students will be using business analytics techniques and SAP technology to solve information problems to allow effective complex decision making in response to contemporary business challenges.

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates of the course should be able to:

- Review theoretical approaches and analyse their application to achieve effective Business Intelligence and Business Analytics Systems practice.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of authentic business problems in contemporary Business Intelligence and Business Analytics Systems
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of Business Intelligence and Business Analytics and associated Information Systems in the support of complex problem solving and management decision making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner
- Analyse and evaluate research findings applicable to business environments

**Careers:** Skills developed in this course will equip you for early career roles in Business Analytics and management positions related to this field.

**Course Duration:** 1 year

**Admission Requirements International:** In addition to satisfying the entry requirements for Australian resident students or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed • a Bachelors Degree ( AQF 7) from any discipline field, or • a relevant VE (AQF 5 or AQF 6) qualification and have a minimum of three years of relevant professional experience, or • in absence of the above, a minimum of seven years of relevant professional experience. This experience is assessed by the Course Coordinator.

#### COURSE STRUCTURE

To attain the award of Graduate Diploma in Business Analytics, students must successfully complete the following:

- 84 credit points (equivalent to 7 units) core units
- 12 credit points (equivalent to 1 unit) elective unit from the list provided (unit offering is subject to availability).

Students planning to continue onto Masters study are strongly recommended to take BMO6630, Business Research Methods as their elective unit.

#### Year 1 Semester 1

BE05539	Business Statistics	12
BC06656	Information Technology Project Management	12
BC06603	Enterprise Resource Planning Systems	12
BMO6506	Work and Organisation Systems	12

#### Year 1 Semester 2

BC06007	Business Analytics	12
BC06653	Management of Information Technology	12
BC06676	Business Intelligence Systems	12

Plus 12 credit points (equivalent to 1 unit) elective from the following list (units are subject to availability):

BC05501	Business Process Engineering	12
BC05651	Enterprise Resource Planning Systems Implementation	12
BC06672	The Information Systems Professional	12
BMO6630	Business Research Methods	12

### Graduate Diploma in Business (Supply Chain Management)

**Course Code:** BGBS

**Campus:** City Flinders.

**About this course:** The Graduate Diploma in Business (Supply Chain Management) offers a pathway to postgraduate supply chain management studies and is designed for those who already have a base of significant relevant professional experience but do not yet have a bachelor's degree. The course develops students' knowledge of the field of logistics and supply chain management. Particular focus is based upon the skills and techniques required for employment, in the logistics and supply chain sectors, in early career management roles.

**Course Objectives:** Graduates at this level will have expert, specialised cognitive and technical skills in the supply chain discipline and will be able to independently:

- Contribute consistently, with personal accountability for outputs in a dynamic 21st century Supply Chain work team, working in an ethical and socially responsible manner.
- Synthesise and critically review knowledge about business systems relevant to supply chain practices to make high level independent technical recommendations.
- Analyse research findings applicable to established supply chain theories, and to emerging situations and challenges in contemporary supply chain situations
- Critically apply cross-disciplinary knowledge and skills that demonstrate autonomy, creative problem –solving, adaptability and responsibility as a supply chain practitioner or learner.
- Interpret, based on analysis, the ways in which networks of interconnected businesses collaborate to make, and deliver, products and services for global markets.
- Effectively communicate complex supply chain management knowledge and ideas to a variety of audiences.
- Critically evaluate a range of activities that constitute the supply chain management discipline - from ERP systems and operations and logistics strategies to global procurement.

**Careers:** Supply chain management is one of the largest industries in Australia and this degree can greatly enhance career opportunities across a wide range of early career roles in the supply chain management field.

**Course Duration:** 1 year

**Admission Requirements International:** In addition to satisfying the entry requirements for mature age admissions or its equivalent, International applicants must also have a minimum proficiency in English Language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed • a bachelor's Degree ( AQF 7) from any discipline field, or • a relevant VE (AQF 5 or AQF 6) qualification and have a minimum of three years of relevant professional experience, or • in absence of the above, a

minimum of seven years of relevant professional experience. This experience is assessed by the Course Coordinator.

### Admission Requirements VET: NA

#### COURSE STRUCTURE

To attain the award of Graduate Diploma in Business (Supply Chain Management), students must successfully complete the following:

- 84 credit points (equivalent to 7 units) core units
- 12 credit points (equivalent to 1 unit) elective unit from the list provided (unit offering is subject to availability).

Students planning to continue onto Masters study are strongly recommended to take BMO6630, Business Research Methods as their elective unit.

#### Year 1, Semester 1

BMO6511	Strategic Management and Business Policy	12
BLB5555	Commercial Contracts	12
BMO5576	Operations and Logistics Strategy	12
BMO6506	Work and Organisation Systems	12

#### Year 1, Semester 2

BCO6603	Enterprise Resource Planning Systems	12
BE05305	International Supply Chain Structure	12
BE05307	Global Procurement	12

12 credit points (equivalent to 1 unit) from the list of electives below (subject to availability):

#### Elective List

BMO6630	Business Research Methods	12
BMO5501	Business Ethics and Sustainability	12
BMO5579	Green Logistics	12
BMO6508	Operations Management	12
EPM5710	Project Procurement Management	12

### Graduate Diploma in Business (Enterprise Resource Planning Systems)

**Course Code:** BGEP

**Campus:** VU Sydney, City Flinders.

**About this course:** Victoria University is one of the world's leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. The Graduate Diploma in Business (Enterprise Resource Planning Systems) offers a pathway to postgraduate ERP studies and is designed for those who already have a base of significant relevant professional experience but do not yet have a postgraduate degree. This course will teach you to support the implementation and

maintenance of enterprise resource planning systems through the application of analytical techniques and SAP technology to solve information problems. You will also learn to understand the implications of these types of systems in a business setting and how these systems achieve effective complex decision making in response to contemporary business challenges.

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates of the course should be able to:

- Analyse and review theoretical approaches to achieve effective Enterprise Systems practice.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of business problems in contemporary Enterprise Systems.
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of Enterprise and associated Information Systems in the support of complex management decision making.
- Effectively communicate knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
- Analyse and evaluate research findings applicable to business environments.

**Careers:** Skills developed in this course will equip you for early career roles in the ERP field.

**Course Duration:** 1 year

**Admission Requirements International:** In addition to satisfying the entry requirements for Australian resident students or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed • a bachelor's Degree (AQF 7) from any discipline field, or • a relevant VE (AQF 5 or AQF 6) qualification and have a minimum of three years of relevant professional experience, or • in absence of the above, a minimum of seven years of relevant professional experience. This experience is assessed by the Course Coordinator.

#### COURSE STRUCTURE

To complete the Graduate Diploma in Business (Enterprise Resource Planning Systems) students will be required to complete 96 credit points (equivalent to 8 units) in total consisting of:

- 84 credit points of core studies (equivalent to 7 units)
- 12 credit points of elective studies (equivalent to 1 unit)

Students planning to continue onto Masters study are strongly recommended to take BMO6630, Business Research Methods as their elective unit.

## Year 1, Semester 1

BCO6653	Management of Information Technology	12
BCO6656	Information Technology Project Management	12
BCO6603	Enterprise Resource Planning Systems	12
BAO6714	Computerised Accounting in an ERP System	12

## Year 1, Semester 2

BMO6506	Work and Organisation Systems	12
BCO5501	Business Process Engineering	12
BCO5651	Enterprise Resource Planning Systems Implementation	12

Plus 12 credit points (equivalent to 1 unit) elective from the following list (units are subject to availability):

BMO6624	Organisation Change Management	12
BCO6007	Business Analytics	12
BCO6185	Executive and Mobile Computing	12
BMO6630	Business Research Methods	12
BCO6604	Customer Relationship Management	12

## Graduate Diploma in Business (Industrial Relations and Human Resource Management)

**Course Code:**BGIH

**Campus:**City Flinders.

**About this course:**The Graduate Diploma in Business (Industrial Relations and Human Resource Management) is a one year degree that educates students in relation to a range of Industrial Relations and Human Resource issues. It is an academically rigorous and professionally relevant business course. There are a range of assessment tasks that focus on critical thinking, problem solving and creativity. Graduates may further their postgraduate studies by applying for admission into the Master of Business (Industrial Relations/Human Resource Management).

**Course Objectives:**On successful completion of this course, graduates will be able to:

- Synthesise and critically review knowledge about business systems relevant to industrial relations/human resource management (IR/HR) practices to make high level independent technical recommendations.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of business problems in contemporary IR/HR industry, business and community settings.
- Critically apply cross disciplinary knowledge to stimulate creative IR/HR decision making.
- Exhibit independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of IR/HR in the support of management decision making.

- Effectively communicate complex knowledge and ideas of IR/HR practice to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
- Analyse research findings applicable to IR/HR practice in business, industry and community sectors.
- Specialist HRM/IR knowledge that will prepare students to enter professions in government, HR and IR.
- Pathway to further study at the Masters coursework level.

### Careers:

**Course Duration:** 1 year

**Admission Requirements International:**In addition to satisfying the entry requirements for mature age admissions or demonstrating equivalence, international students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:**To qualify for admission to the course an applicant must have completed: • a relevant VE (AQF 5 or AQF 6) qualification and have a minimum of three years of relevant professional experience, or • a Bachelors Degree ( AQF 7) from any discipline field, or • in absence of the above, a minimum of seven years of relevant professional experience.

### COURSE STRUCTURE

The Graduate Diploma in Business (Industrial Relations and Human Resource Management) is a 96 credit point (8 units) course. It has two components both of which must be successfully completed to meet graduation requirements:

- 84 credit points of core studies (equivalent to 7 units) - (BMO6506, BE05539, BE06600, BMO6511, BMO5564, BAO5734 and BLO5513).
- 12 credit points of elective study (equivalent to 1 unit) - (select from BMO5550, BMO5572, BMO5567, BMO6625, BMO6630, or BMO5501).

Students planning to articulate into the Master of Business (Industrial Relations/Human Resource Management) should select BMO6630 Business Research Methods as their elective.

#### Year 1, Semester 1

BMO6506	Work and Organisation Systems	12
BE05539	Business Statistics	12
BE06600	Business Economics	12
BMO6511	Strategic Management and Business Policy	12

#### Year 1, Semester 2



BMO5564	Human Resource Management	12
BMO5544	Industrial Relations	12
BLO5513	Law of Employment	12

1 Elective from the list below

ELECTIVE UNITS Select from the following list subject to availability

BMO5550	Contemporary Employment Systems	12
BMO5572	Strategic Human Resource Management	12
BMO5567	Managing Workplace Conflict	12
BMO6625	Performance Management and Rewards	12
BMO6630	Business Research Methods	12
BMO5501	Business Ethics and Sustainability	12

### Graduate Diploma in Business (Management)

**Course Code:** BGMA

**Campus:** City Flinders.

**About this course:** The Graduate Diploma in Business (Management) is designed to provide solid grounding in both foundational business and management knowledge and strategic aspects of management. This mid-level postgraduate qualification allows managers to upgrade their skills and qualifications. It can be taken standalone or as part of a pathway to the Master of Business (Management).

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Review theoretical approaches and analyse their application to achieve effective management strategies.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to contemporary business settings.
- Critically apply cross-disciplinary knowledge in decision making with creativity for various management contexts.
- Demonstrate independent judgements in response to contemporary and future professional management challenges.
- Work as a reflective management practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making.
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
- Analyse and evaluate research findings applicable to business environments as part of the course work.
- senior management positions
- generalist or specialist managers

- project managers

**Careers:**

**Course Duration:** 1 year

**Admission Requirements:** Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** Successful completion of a relevant VE qualification and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College; OR In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements Other:** Students with a cognate (similar discipline) Bachelor/Honours Degree are encouraged to enrol directly into the Master of Management.

#### COURSE STRUCTURE

To attain the Graduate Diploma in Business (Management), students will be required to complete 96 credit points (equivalent to 8 units) consisting of:

- 48 credit points (equivalent to 4 units) college core units
- 48 credit points (equivalent to 4 units) professional core units

Students planning to continue onto Masters study are strongly recommended to take BMO6630 Business Research Methods as their elective unit.

BAO6504	Accounting for Management	12
BE05539	Business Statistics	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	12
BMO5572	Strategic Human Resource Management	12
BMO5602	Business Project Management	12
BMO6511	Strategic Management and Business Policy	12

12 credit points (equivalent to 1 unit) elective unit from the list below (subject to availability).

Electives List

BMO5500	Governance	12
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BMO5501	Business Ethics and Sustainability	12
BMO6050	Art and Practice of Leadership	12
BMO6622	Managing Innovation and Entrepreneurship	12
BMO6624	Organisation Change Management	12
BMO6630	Business Research Methods	12

## Graduate Diploma in Business (Marketing)

**Course Code:**BGMK

**Campus:**City Flinders.

**About this course:**The Graduate Diploma in Business (Marketing) offers a pathway to postgraduate marketing studies. It is designed for those who already have a base of significant relevant professional experience but do not yet have a Bachelor's degree. The course offers graduates a critical overview of marketing theory. It is academically rigorous and develops a strong foundation in conceptual knowledge. This is complemented by current skills development focusing on critically thinking, problem solving and creativity.

**Course Objectives:**On successful completion of this course, working independently or in collaborative groups, graduates will be able to:

- Synthesise and critically review knowledge about business systems relevant to marketing practices to make high level, independent technical recommendations.
- Analyse research findings applicable to marketing processes in business environments.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of marketing problems and recommend marketing actions realigned for contemporary and emerging business settings..
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement in a range of business and marketing-related technical functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of marketing and its associated systems in response to contemporary marketing challenges and their support of management decision making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.

**Careers:**Skills developed in this course will equip you for early roles in marketing and management.

**Course Duration:** 1 year

**Admission Requirements:**Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree or Graduate Certificate.

**Admission Requirements International:**In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide

evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:**To qualify for admission to the course an applicant must have completed • a relevant VE qualification and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College; OR In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

## COURSE STRUCTURE

To attain the Graduate Diploma Business (Marketing), students will be required to complete 96 credit points (equivalent to 8 units) consisting of:

- 48 credit points (equivalent to 4 units) college core units
- 36 credit points (equivalent to 3 units) professional core units
- 12 credit points (equivalent to 1 unit) elective units. Students to select from any postgraduate units from the list provided below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

Students planning to continue onto Masters study are strongly recommended to take BMO6630 Business Research Methods as their elective unit.

### Year 1, Semester 1

BE05539	Business Statistics	12
BE06600	Business Economics	12
BH06505	Marketing Management	12
BMO6506	Work and Organisation Systems	12

### Year 1, Semester 2

BH05501	Electronic Marketing	12
BH05503	Marketing Communication	12
BH05574	Consumer Behaviour	12

12 credit points (equivalent to 1 unit) elective unit from the list below (subject to availability).

### Electives List

BH05504	Brand and Product Management	12
BH05525	Marketing Strategy	12
BH05583	Marketing Research	12
BMO5501	Business Ethics and Sustainability	12

BHO6666	Global Marketing Management	12
BMO6630	Business Research Methods	12

## Graduate Diploma in Business Administration

**Course Code:** BGPB

**Campus:** City Flinders.

**About this course:** The Graduate Diploma of Business Administration is an academically focused and professionally relevant business course for those without a business background. The course develops advanced knowledge in contemporary business. This is complemented with skills development focusing on critically thinking, problem solving, creativity, and social aspects through authentic assessment. The course assists graduates to become responsible and ethical citizens who use their intercultural understanding to contribute to the demands of their local and global communities

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Review theoretical approaches and analyse their application to achieve effective business strategies.
- Justify and interpret theoretical propositions and related knowledge to think critically in the resolution of business problems and recommend actions relevant to contemporary business settings.
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement in a range of business functions in response to contemporary and future professional challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work environment, working in an ethical and socially responsible manner.
- Analyse and evaluate research findings applicable to business environments as part of the course work.

**Careers:** Pathway to further study, and to various early career positions in the broad field of business administration.

**Course Duration:** 1 year

**Admission Requirements International:** To qualify for admission to the course an applicant must have completed a business related Bachelors Degree; or in the absence of a business related Bachelors Degree, have a minimum of 7 years of professional experience. In addition, International applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have: • A Bachelors Degree (AQF 7) from any discipline field; OR • a relevant VET (AQF 5 or 6) qualification and a minimum of five years

of professional experience; OR • in the absence of the above, a minimum of seven years of professional experience.

**Admission Requirements VET:** To qualify for admission to the course an applicant must have: • a relevant VE (AQF 5 or 6) qualification and a minimum of five years of professional experience.

### COURSE STRUCTURE

To attain the award of Graduate Diploma in Business Administration students must successfully complete the following:

- 84 credit points (equivalent to 7 units) core units
- 12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate unit from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.

#### Year 1, Semester 1

BAO6504	Accounting for Management	12
BE05539	Business Statistics	12
BE06600	Business Economics	12
BHO6505	Marketing Management	12

#### Year 1, Semester 2

BMO6506	Work and Organisation Systems	12
BMO6511	Strategic Management and Business Policy	12
BMO5501	Business Ethics and Sustainability	12

12 credit points (equivalent to 1 unit) elective unit.

Students to select from any postgraduate unit from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.

## Master of Business Administration (Professional)

**Course Code:** BMAB

**Campus:** City Flinders.

**About this course:** The Master of Business Administration is an academically rigorous and professionally relevant business course recognised globally. The course develops a strong foundation in conceptual knowledge incorporating recent developments in sustainability and global trends in business. This is complemented with skill development focusing on critically thinking, problem solving, creativity, personal leadership, and social aspects through authentic assessment including reflection. The course assists graduates to become responsible and ethical citizens who use their intercultural understanding to contribute to the demands of their local and global communities.

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to contemporary business settings.
- Critically apply cross disciplinary knowledge in decision making with creativity for new contexts.
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making.
- Communicate effectively to specialist and non- specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Exemplify initiative and leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
- Plan and execute a substantial research based project or evidence-based capstone experience linked to contemporary sustainable, socially responsible and ethical management practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** • General management positions • Middle management roles in a variety of industries

**Course Duration:** 2 years

**Admission Requirements International:** To qualify for admission to the course an applicant must normally have completed a AQF7 undergraduate degree or relevant graduate certificate/diploma and have a minimum three years' full-time professional work experience. International applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must normally have completed a AQF7 undergraduate degree or relevant graduate certificate/diploma and have a minimum of three years' of full-time professional work experience.

**Admission Requirements Other:** Applicants with an undergraduate degree in a cognate discipline (e.g., Bachelor of Business or Bachelor of Commerce) to the Master of Business Administration may be entitled to advanced Standing.

#### COURSE STRUCTURE

To attain the award of Master of Business Administration students must successfully complete the following: 48 credit points (equivalent to 4 units) core units 24 credit points (equivalent to 2 units) foundation units 84 credit points (equivalent to 7 units) specialisation units Plus either /or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit, and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling. OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit.

#### Year 1

BA06504	Accounting for Management	12
BE05539	Business Statistics	12
BE06600	Business Economics	12
BH06505	Marketing Management	12
BM05501	Business Ethics and Sustainability	12
BM06506	Work and Organisation Systems	12
BM06511	Strategic Management and Business Policy	12
BM05572	Strategic Human Resource Management	12

#### Year 2

BA05734	Financial Analysis	12
BM06622	Managing Innovation and Entrepreneurship	12
BM06624	Organisation Change Management	12
BM06630	Business Research Methods	12
BM06050	Art and Practice of Leadership	12

plus

#### OPTION 1

BGP7730	Business Research Project	12
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24 credit points (equivalent to 2 units) from any of the university postgraduate courses (unit offering is subject to availability)

or

#### OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

On completion of eight approved units of study students can exit this course and will be eligible to receive the Graduate Diploma of Business Administration. On completion of four approved units of study students who choose to exit the course will be eligible to receive the Graduate Certificate in Business

### Master of Accounting

**Course Code:** BMAC

**Campus:** City Flinders.

**About this course:** The Master of Accounting is an academically rigorous and professionally relevant postgraduate accounting course, building upon a strong foundation in undergraduate accounting conceptual knowledge. Graduates develop an integrated understanding of advanced accounting issues through a range of units in accounting, finance and management. This is complemented by the opportunity to

work with a widely-used enterprise systems software package, SAP. The course also enables students to investigate recent developments in areas such as sustainability, global trends in accounting, ethical citizenship and intercultural understanding. The course is offered in a superior location for postgraduate students being central to the major commercial centre of Melbourne and to public transport.

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective accounting practice.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and make recommendations/recommend actions in authentic/contemporary business settings
- Critically apply cross disciplinary knowledge in decision making with creativity for emerging professional accounting contexts.
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/ accounting/ professional challenges
- Work as a reflective practitioner to formulate, implement and evaluate industry- specific investigations to resolve complex professional problems and inform management decision making
- Communicate effectively to specialist and non- specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly
- Plan and execute a substantial research based project or evidence-based capstone activity - informing effective accounting practice to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** The Department of Employment and Workplace Relations has identified accounting as an industry with a national skills shortage. Employment opportunities for accountants are very good and span a variety of roles in many different business settings such as public accounting practice, commercial, and government organisations. Types of positions are as follows:

- Chief Finance Officer
- Management Accountant

**Course Duration:** 1.5 years

**Admission Requirements International:** In addition to the requirements for mature age admissions listed below, international applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed an accounting AQF7 (Bachelor) degree.

#### COURSE STRUCTURE

To attain the award of Master of Accounting, students must successfully complete the following:

- 24 credit points (equivalent to 2 units) foundation units
- 84 credit points (equivalent to 7 units) specialisation units

Plus either / or OPTION 1

- 12 credit points (equivalent to 1 unit) minor thesis unit; and,
- 24 credit points (equivalent to 2 units) thesis unit.

OPTION 2

- 12 credit points (equivalent to 1 unit) capstone unit; and,
- 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from the list below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

Year 1, Semester 1

BA05734	Financial Analysis	12
BMO6630	Business Research Methods	12
BA05736	Managerial Control Systems	12
BE05539	Business Statistics	12

Year 1, Semester 2

BM05501	Business Ethics and Sustainability	12
BCO6603	Enterprise Resource Planning Systems	12
BA05747	International Portfolio Management	12

Plus

OPTION 1

BGP7711	Business Research Proposal	12
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or

OPTION 2

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from the list below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

Year 2, Semester 1

BA06714	Computerised Accounting in an ERP System	12
BE05686	Financial Derivative Markets	12

Plus

OPTION 1

BGP7712 Business Research Thesis 24

or

#### OPTION 2

BGP7730 Business Research Project 12

and

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from the list below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

#### ELECTIVE UNITS

Subject to availability. Please check any pre-requisite requirements prior to enrolling.

BA05572 Treasury Risk Management 12

BA05746 Credit and Lending Management 12

BHO6505 Marketing Management 12

BMO6506 Work and Organisation Systems 12

### Master of Business Analytics

**Course Code:** BMAD

**Campus:** City Flinders.

**About this course:** Victoria University is one of the world's leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. It offers a full range of units in Masters and Graduate Diploma programs. The University has strong links with the ERP industry and offers one of the most comprehensive ERP and Business Analytics curricular in the world covering areas such as; Business Process Management, Supply Chain Management, Business Intelligence, Customer Relationship Management, Change Management, Programming, Implementation, Strategy Development, Configuration and Administration.

**Course Objectives:** Graduates at this level will have expert, specialised cognitive and technical skills in the business analytics discipline and will be able to collaboratively and independently

- Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Business Intelligence/Business Analytics to support operations and management practice
- Justify and interpret theoretical propositions and related bodies of knowledge to resolve business problems and make recommendations in contemporary Business Intelligence/Business Analytics Systems.
- Critically apply cross-disciplinary knowledge in decision making associated with the selection, implementation and use of Business Intelligence/Business Analytics System for emerging contexts.
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business Intelligence/business analytics challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems

and inform decision-making drawing on Business Intelligence/Business Analytics Systems and associated Information Systems.

- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations in regards to Business Intelligence and Analytics.
- Plan and execute a substantial research based project or evidence-based capstone experience linked to a contemporary Business Intelligence/Business Analytics System to generate and evaluate complex ideas and concepts at abstract and practical levels.
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly

**Careers:** The course is designed to appeal to a wide span of disciplines. The traditional IT/IS fields have evolved with the rapid deployment of ERP suites that now encompass all functions in large organisations. The course provides several opportunities for applicants;

- The technology Bachelor graduate (Information Technology/Information Systems /CompScience) who wishes to gain a foothold in corporate ERP/SAP organisations,
- The technology analyst who wishes to transition to a business analytics role,
- The business analyst (Non SAP organisation) who wishes to transition to an SAP based organisation, and,
- The business person (SAP organisation) who wishes to obtain career advancement via an SAP role.

The course will position graduates to access the world of work with employment roles;

- In global and domestic organisations either in direct SAP related fields,
- In more widespread functional roles,
- Specialised bodies of knowledge in analytics or business intelligence roles or other ERP areas.
- SAP business intelligence administration roles, and, SAP process roles where business analytics roles are required including business analysis, information prediction and financial, Logistics, Human Resources, and Supply Chain analysis.

**Course Duration:** 1.5 years

**Admission Requirements International:** In addition to satisfying the entry requirements for Mature Age admission, or demonstrating equivalence, international students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission, an applicant must have completed: • A Bachelor degree (AQF 7) in a Business related field (for example, Information Technology, Information Systems or Computer Science (IT/IS/CS)) OR • A Bachelor Degree (AQF 7) in a different field in addition to a Graduate Certificate in a Business related field (such as Computer Science, Information Technology, Information Systems, and Business).

To attain the award of Master of Business Analytics, students must successfully complete the following: 24 credit points (equivalent to 2 units) foundation units; 84 credit points (equivalent to 7 units) specialisation units Plus either / or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units across the University (subject to availability). OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit.

## Year 1, Semester 1

BMO6630	Business Research Methods	12
BCO6007	Business Analytics	12
BCO5501	Business Process Engineering	12
BCO6603	Enterprise Resource Planning Systems	12

## Year 1, Semester 2

BCO6676	Business Intelligence Systems	12
BIS7001	Enterprise Systems Strategy	12
BCO6672	The Information Systems Professional	12

plus

## OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units across the University (subject to availability).

or

## OPTION 2

BGP7711	Business Research Proposal	12
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## Year 2, Semester 1

BCO6008	Predictive Analytics	12
BCO6604	Customer Relationship Management	12

plus

## OPTION 1

BGP7730	Business Research Project	12
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12 credit points (equivalent to 1 unit) elective units. Students to select from any postgraduate units across the University (subject to availability).

or

## OPTION 2

**Master of Business (Accounting)****Course Code:**BMAK**Campus:**VU Sydney, City Flinders.

**About this course:**The Master of Business (Accounting) is an academically rigorous and professionally relevant accounting course recognised globally. It develops a strong foundation in conceptual knowledge incorporating recent developments in sustainability and global trends in accounting. This is complemented with skill development focusing on critically thinking, problem solving, creativity, and social aspects through authentic assessment including reflection. The course assists graduates to become responsible and ethical citizens who use their intercultural understanding to contribute to the demands of their local and global communities. This course is designed for non-accountants, who upon completion will be eligible to qualify for accreditation with CPA Australia and/or The Institute of Chartered Accountants in Australia (ICAA).

**Course Objectives:**The Master of Business (Accounting) provides a professional business masters for those wanting a specialist Accounting qualification. On successful completion of this course, working independently or in collaborative groups, graduates will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective accounting practice.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and make recommendations/recommend actions in authentic/contemporary business settings
- Critically apply cross disciplinary knowledge in decision making with creativity for emerging professional accounting contexts.
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/accounting/ professional challenges
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly
- Plan and execute a substantial research based project or evidence-based capstone activity - informing effective accounting practice to generate and evaluate complex ideas and concepts at abstract and practical levels

**Careers:**The Department of Employment and Workplace Relations has identified accounting as an industry with a national skills shortage. Employment opportunities for accountants are very good and span a variety of roles in many different business settings such as public accounting practice, commercial, and government organisations. Other types of positions are as follows: • General Accountant • Taxation Accountant • Management Accountant

**Course Duration:**2 years

**Admission Requirements International:** In addition to the requirements for mature age admissions listed below, overseas applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed • an AFQ7 degree or • an AQF8 graduate certificate/diploma and have a minimum of three years' of relevant professional experience. This experience is assessed by the Course Coordinator. • an AQF8 graduate diploma in the field of accounting

#### COURSE STRUCTURE

To attain the award of Master of Business (Accounting), students must successfully complete the following:

- 72 credit points (equivalent to 6 units) core units
- 84 credit points (equivalent to 7 units) specialisation units

Plus either / or OPTION 1

- 12 credit points (equivalent to 1 unit) capstone unit; and,
- 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.

#### OPTION 2

- 12 credit points (equivalent to 1 unit) minor thesis unit; and,
- 24 credit points (equivalent to 2 units) thesis unit.

Year 1, Semester 1

BE06600	Business Economics	12
BC06603	Enterprise Resource Planning Systems	12
BH06505	Marketing Management	12
BMO6506	Work and Organisation Systems	12

Year 1, Semester 2

BA05522	Managerial Accounting	12
BA05543	Accounting Systems and Processes	12
BA05534	Business Finance	12
BMO6630	Business Research Methods	12

Year 2, Semester 1

BL05540	Business and Company Law	12
BA05525	Financial and Corporate Accounting	12
BA05524	Professional Auditing	12

Plus

#### OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from the list below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

or

#### OPTION 2

BGP7711	Business Research Proposal	12
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Year 2, Semester 2

BM05501	Business Ethics and Sustainability	12
BA05535	Issues in Contemporary Accounting	12

Plus

#### OPTION 1

BGP7730	Business Research Project	12
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and

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from the list below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

or

#### OPTION 2

BGP7712	Business Research Thesis	24
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#### ELECTIVE UNITS

Subject to availability. Please check any pre-requisite requirements prior to enrolling.

BA05572	Treasury Risk Management	12
BA05734	Financial Analysis	12
BA05736	Managerial Control Systems	12
BA05746	Credit and Lending Management	12
BA05747	International Portfolio Management	12
BA06714	Computerised Accounting in an ERP System	12
BE05686	Financial Derivative Markets	12
BE05539	Business Statistics	12
BL05539	Australian Income Tax Law and Practice	12

On completion of a minimum of eight units of study, students may exit this course with either the Graduate Diploma in Professional Accounting or the Graduate Diploma



in Business if they meet graduation requirements of those courses.

## Master of Business Analytics (Professional)

Course Code: BMBI

Campus: City Flinders.

**About this course:** Victoria University is one of the world's leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. It offers a full range of units in Masters, Graduate Diploma and Graduate Certificate programs. The University has strong links with the ERP industry and offers one of the most comprehensive ERP and Business Analytics curricula in the world covering areas such as; Business Process Management, Supply Chain Management, Business Intelligence, Customer Relationship Management, Change Management, Programming, Implementation, Strategy Development, Configuration and Administration.

**Course Objectives:** Graduates at this level will have expert, specialised cognitive and technical skills in the business analytics discipline and will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Business Intelligence/Business Analytics to support operations and management practice
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and make recommendations relevant to contemporary Business Intelligence/Business Analytics Systems.
- Critically apply cross-disciplinary knowledge in decision making associated with the selection, implementation and use of Business Intelligence/Business Analytics System for emerging contexts.
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business Intelligence/business analytics challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making drawing on Business Intelligence/Business Analytics Systems and associated Information Systems.
- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations in regards to Business Intelligence and Analytics.
- Plan and execute a substantial research based project or evidence-based capstone experience linked to a contemporary Business Intelligence/Business Analytics System to generate and evaluate complex ideas and concepts at abstract and practical levels.
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.

**Careers:** The course is designed to appeal to a wide span of disciplines. The traditional IT/IS fields have evolved with the rapid deployment of ERP suites that now encompass all functions in large organisations. The course provides several opportunities for applicants;

- The technology Bachelor (Information Technology/Information Systems /CompScience) who wishes to gain a foothold in corporate ERP/SAP organisations,

- The technology analyst who wishes to transition to a business analytics role,
- The business analyst (Non SAP organisation) who wishes to transition to an SAP based organisation, and,
- The business person (SAP organisation) who wishes to obtain career advancement via an SAP role.

The course will position graduates to access the world of work with employment roles;

- In global and domestic organisations either in direct SAP related fields,
- In more widespread functional roles,
- Specialised bodies of knowledge in analytics or business intelligence roles or other ERP areas.
- SAP business intelligence administration roles, and, SAP process roles where business analytics roles are required including business analysis, information prediction and financial, Logistics, Human Resources, and Supply Chain analysis.

**Course Duration:** 2 years

**Admission Requirements International:** In addition to satisfying the entry requirements for Mature Age admission (listed below), or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** Entry into the Master of Business Analytics (Professional) has clearly identified pathways. To qualify for admission, an applicant must have completed: • A Bachelor Degree (AQF 7) in any field OR • A Graduate Certificate or Diploma (AQF 8) in any field and a minimum of 3 years of relevant professional experience. This experience is assessed by the Course Coordinator.

### COURSE STRUCTURE

To attain the award of Master of Business Analytics (Professional), students must successfully complete the following: 48 credit points (equivalent to 4 units) core units 24 credit points (equivalent to 2 units) foundation units 84 credit points (equivalent to 7 units) specialisation units Plus either / or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling. OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit. On completion of a minimum of eight units, students may exit the Master of Business Analytics (Professional) with a Graduate Diploma in Business Analytics if they meet graduation requirements of that course.

Year 1 Semester 1

BE05539	Business Statistics	12
BC06656	Information Technology Project Management	12
BC06603	Enterprise Resource Planning Systems	12

BMO6506	Work and Organisation Systems	12
Year 1 semester 2		
BMO6630	Business Research Methods	12
BCO6007	Business Analytics	12
BCO5501	Business Process Engineering	12
BCO6653	Management of Information Technology	12
Year 2 Semester 1		
BCO6676	Business Intelligence Systems	12
BIS7001	Enterprise Systems Strategy	12
BCO6672	The Information Systems Professional	12
Plus		
OPTION 1		
12 credit points (equivalent to one unit) from any of the university postgraduate courses (unit offering is subject to availability)		
or		
OPTION 2		
BGP7711	Business Research Proposal	12
Year 2 Semester 2		
BCO6008	Predictive Analytics	12
BCO6604	Customer Relationship Management	12
Plus		
OPTION 1		
BGP7730	Business Research Project	12
12 credit points (equivalent to one unit) from any of the university postgraduate courses (unit offering is subject to availability)		
or		
OPTION 2		
BGP7712	Business Research Thesis	24

### Master of Business (Tourism and Destination Management)

**Course Code:**BMBT

**Campus:**City Flinders.

**About this course:**The Master of Business (Tourism and Destination Management) offers a qualification that will equip graduates for managerial, policy development and planning roles within the rapidly growing tourism and events industries. The

course incorporates tourism and management studies with a focus on addressing contemporary issues and challenges faced by destinations internationally. Embedded within an established suite of business programs, including Victoria University's internationally awarded MBA, the Master of Business (Tourism and Destination Management) prepares graduates to professionally engage with contemporary and emerging industry issues and developments in the visitor economy. In particular, the course builds on the theme of "Green Growth" and sustainability as a central paradigm. The course is developed and conducted with the close involvement of industry leaders, both local and international, and students will have the opportunity to gain a close insight into industry operations, develop professional networks and apply knowledge within the tourism and events sectors.

**Course Objectives:**On successful completion of the Master of Business (Tourism and Destination Management) course, graduates will be able to:

- Critically reflect upon theoretical approaches by evaluating their application to effective tourism and destination management practice;
- Justify and apply interdisciplinary knowledge in decision making with creativity for dynamic global environments using contemporary and integrated theoretical and operational knowledge of tourism and destination management;
- Deliberate the economic, legal and political context within which destinations operate, advocating creative planning and policy development process, innovative sustainable practices and risk minimising strategies in contemporary settings;
- Collaborate within teams to provide creative solutions for industry, government and community stakeholders, integrating complex knowledge and ideas effectively to achieve shared goals;
- Resolve complex professional and industry problems and inform management decision making by applying cognitive, creative and reflective skills to collect, analyse and synthesise data and information to generate, implement and evaluate solutions;
- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders;
- Exemplify professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner;
- Plan and execute an evidence-based capstone experience or a substantial research based project linked to contemporary sustainable practices.

**Careers:**The Master of Business (Tourism and Destination Management) will equip students for roles as:

- Planning and policy development officers in government departments at National, State and Local and regional levels;
- Research and planning officers with research and consulting firms;
- Tourism planning agencies;
- Tourism education through private providers and TAFE;
- Policy officers with professional and industry associations;
- Tourism promotion agencies such as 'Destination Melbourne'
- Managers of attractions;
- Marketing and communication roles (events);

- Planners within the travel sector (airlines and other major transport providers);
- Self-employment through tourism management businesses.

**Course Duration:** 2 years

**Admission Requirements:** A Bachelor Degree (AQF 7) in any field.

**Admission Requirements International:** In addition to the requirements for mature age admissions listed below, overseas applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** A Bachelor Degree (AQF 7) in any field; OR A Graduate Certificate or Diploma (AQF 8) in any field and a minimum of three year relevant professional experience. This experience is assessed by the Course coordinator.

**Admission Requirements Other:** None

#### COURSE STRUCTURE

To attain the Master of Business (Tourism and Destination Management), students will be required to complete 192 credit points (equivalent to 16 units) consisting of:

- 48 credit points (equivalent to 4 units) college core units
- 24 credit points (equivalent to 2 units) core units
- 84 credit points (equivalent to 7 units) professional core units

Plus either OPTION 1 12 credit points (equivalent to 1 unit) capstone research project unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling. OR OPTION 2 12 credit points (equivalent to 1 unit) thesis proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit.

#### Year 1, Semester 1

BMO6506	Work and Organisation Systems	12
BHO6505	Marketing Management	12
BAO6504	Accounting for Management	12
BE06600	Business Economics	12

#### Year 1, Semester 2

BTD6001	Tourism and Events: Core Concepts and Theory	12
BTD6002	Cross-cultural Dimensions of Destination Management	12
BTD6003	Managing the Visitor Experience	12
BMO6630	Business Research Methods	12

#### Year 2, Semester 1

BMO5501	Business Ethics and Sustainability	12
BTD7001	International Tourism Management	12
BTD7002	Emerging Trends in Tourism and Destination Management	12

#### OPTION 1

12 credit points (equivalent 1 unit) elective unit

OR

#### OPTION 2

BGP7711	Business Research Proposal	12
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Year 2, Semester 2

BTD7003	Pricing Analytics and Revenue Management	12
BTD7004	Green Growth Transformation of Destinations	12

#### OPTION 1

BGP7730	Business Research Project	12
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12 credit points (equivalent 1 unit) elective unit

OR

#### OPTION 2

BGP7712	Business Research Thesis	24
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### Master of Change, Innovation and Leadership

**Course Code:** BMCH

**Campus:** City Flinders.

**About this course:** Master of Change, Innovation and Leadership (CIL) course is specifically designed for tomorrow's change leaders who can drive change, build innovative teams and adjust quickly to new business conditions. The CIL course aims to provide an opportunity for participants to articulate and challenge their models of change, innovation and leadership broadly and critically evaluate and reflect on their understanding of strategic change and transformational leadership to become the source of value for tomorrow in their organisations. Specifically, course participants will learn how to tackle the challenge of change from diverse perspectives of innovation, organizational structure and culture, leadership, and risk management. Through face-to-face interactions, case studies, and real life problem-solving sessions, participants will learn to develop practical approaches that balance short-term success with long-term innovation. This course is designed with industry professionals and is run in collaboration with industry professionals who will also teach on the program. The duration of the course is 1.5 years full-time and 3 years equivalent part-time. The course will run on a one week burst mode which will provide flexibility to students to plan their leave around their study. This course has a pathway to entry into Master of Change, Innovation and Leadership for those participants that do not meet the direct entry criteria. Depending on the qualification, participants can either enter the program via taking Graduate Certificate in OCM or Graduate Diploma in OCM.

**Course Objectives:** On successful completion of this course students will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective innovative change strategies;
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to contemporary business settings;
- Critically apply cross-disciplinary knowledge in decision making with creativity for innovation and change management contexts;
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional organisational change management challenges;
- Work as a reflective leader and change practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making;
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly;
- Plan and execute a substantial research based project or evidence-based capstone experience to generate and evaluate complex ideas and concepts at abstract and practical levels to enhance the sustainability, viability and effectiveness of organisational change practices.

**Careers:** • Senior Management • Change Management Professionals • Change and Communications Manager • Change Consultants • HR Professional • Organisational Development Consultants • Project Managers • ERP/SAP Implementation Professionals • Coaching and Training Professionals

**Course Duration:** 1.5 years

**Admission Requirements:** • Successful completion of a cognate (similar discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation; OR • Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and six years full-time work experience post-graduation including at least 3 of the 6 years full-time work experience gained while working in a dedicated supervisory/management/consulting role as approved by the College; OR • A Graduate Certificate/Diploma in Organisational Change Management

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, 10 years full-time work experience including at least 3 of the 10 years full-time work experience gained while working in a dedicated supervisory/management/consulting role as approved by the College.

#### COURSE STRUCTURE

To attain the Master of Change, Innovation and Leadership, students will be required to complete 144 credit points (equivalent to 12 units) consisting of:

- 24 credit points (equivalent to 2 units) core units
- 84 credit points (equivalent to 7 units) professional core units

Plus either OPTION 1

- 12 credit points (equivalent to 1 unit) capstone research project unit; and,
- 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.

#### OR OPTION 2

- 12 credit points (equivalent to 1 unit) thesis proposal unit; and,
- 24 credit points (equivalent to 2 units) minor thesis unit.

#### Core Units

BMO5501 Business Ethics and Sustainability 12

BMO6630 Business Research Methods 12

#### Professional Core Units

BAO5734 Financial Analysis 12

BMO6050 Art and Practice of Leadership 12

BMO7000 Advanced Organisational Behaviour 12

BMO7001 Organisational Diagnosis and Change 12

BMO7002 Technological Change and Innovation 12

BMO7003 Managing Change and Complexity 12

BMO7004 Strategy and Strategic Change 12

#### Research Option 1

BGP7730 Business Research Project 12

24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from within the University (subject to availability).

#### Research Option 2

BGP7711 Business Research Proposal 12

BGP7712 Business Research Thesis 24

### Master of Enterprise Resource Planning Management

**Course Code:** BMEP

**Campus:** VU Sydney, City Flinders.

**About this course:** Victoria University is one of the world's leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. The University has strong links with the ERP industry and offers one of the most comprehensive ERP curriculum in the world covering areas such as; Business Process Management, Supply Chain Management, Business Intelligence, Customer Relationship Management, Change Management, Programming, Implementation, Strategy Development, Configuration and Administration. Students learn on the latest SAP solutions. These include SAP ERP modules and applications including business

information warehouse, business objects, business intelligence, customer relationship management, advance planner and optimiser, solution manager and netweaver components.

**Course Objectives:** On successful completion of this course graduates of the course should be able to:

- Critically reflect upon theoretical approaches and apply them to the operational and management domains of Enterprise Systems;
- Justify and interpret theoretical propositions and related bodies of knowledge to resolve business problems and make recommendations in contemporary Enterprise Systems;
- Critically apply cross-disciplinary knowledge with creativity in decision making supporting the selection, implementation and use of Enterprise Systems;
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business challenges;
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision-making and how Enterprise Systems and associated Information Systems can support this decision making;
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
- Plan and execute a substantial research based project or evidence-based capstone experience linked to an Enterprise Resource Planning System to generate and evaluate complex ideas and concepts at abstract and practical levels;
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.

**Careers:** The course is designed to appeal to IT and business applicants. The traditional IT/IS fields have evolved with the rapid deployment of ERP suites that now encompass all functions in large organisations. The course provides several opportunities for applicants;

- The technology Bachelor graduate (Information Technology/Information Systems /CompScience) who wishes to gain a foothold in corporate ERP/SAP organisations,
- The technology analyst who wishes to transition to a business analyst role,
- The business analyst (Non SAP organisation) who wishes to transition to an SAP based organisation, and,
- The business person (SAP organisation) who wishes to obtain career advancement via an SAP role.

The course will position graduates to access the world of work with employment roles;

- In global and domestic organisations in direct SAP related fields,
- In more widespread functional roles,

- Specialised bodies of knowledge in technical, process or application ERP areas.
- SAP Administration roles, and,
- SAP process roles including Financial, Logistics, Human Resources, and Supply Chain amongst others.

**Course Duration:** 1.5 years

**Admission Requirements International:** In addition to satisfying the entry requirements for Mature Age admission (listed below), or demonstrating equivalence, international students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission, an applicant must have completed: • A Bachelors degree (AQF 7) in a Business related field (such as, Information Technology, Information Systems, Business) OR • A Bachelors Degree (AQF 7) in a different field in addition to a Graduate Certificate in a Business related field (such as, Information Technology, Information Systems, Business).

#### COURSE STRUCTURE

To attain the award of Master of Enterprise Resources Planning Management, students must successfully complete the following: 24 credit points (equivalent to 2 units) foundation units; 84 credit points (equivalent to 7 units) specialisation units Plus either / or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units across the University (subject to availability). OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit. On completion of a minimum of four units, students may exit the Master Enterprise Resource Planning Systems with a Graduate Certificate in Enterprise Resource Planning if they meet graduation requirements of that course.

#### Year 1, Semester 1

BCO6603	Enterprise Resource Planning Systems	12
BMO6630	Business Research Methods	12
BCO5501	Business Process Engineering	12
BCO6007	Business Analytics	12

#### Year 1, Semester 2

BCO6604	Customer Relationship Management	12
BCO6185	Executive and Mobile Computing	12
BMO6624	Organisation Change Management	12

Plus

#### OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units across the University (subject to availability).

or

#### OPTION 2

BGP7711 Business Research Proposal 12

Year 2, Semester 1

BC05651 Enterprise Resource Planning Systems Implementation 12

BC06672 The Information Systems Professional 12

Plus

#### OPTION 1

BGP7730 Business Research Project 12

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units across the University (subject to availability).

or

#### OPTION 2

BGP7712 Business Research Thesis 24

### Master of Business (Enterprise Resource Planning Systems)

Course Code: BMES

Campus: VU Sydney, City Flinders.

**About this course:** Victoria University is one of the world's leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. The University has strong links with the ERP industry and offers one of the most comprehensive ERP curriculum in the world covering areas such as; Business Process Management, Supply Chain Management, Business Intelligence, Customer Relationship Management, Change Management, Programming, Implementation, Strategy Development, Configuration and Administration. Students learn on the latest SAP solutions. These include SAP ERP modules and applications including business information warehouse, business objects, business intelligence, customer relationship management, advance planner and optimiser, solution manager and netweaver components.

**Course Objectives:** On successful completion of this course graduates of the course should be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Enterprise Systems to support operations and management practice;
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and make recommendations/recommend actions in contemporary Enterprise Systems;
- Critically apply cross-disciplinary knowledge with creativity in decision making supporting the selection, implementation and use of Enterprise Systems;

- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business challenges;
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision-making and how Enterprise Systems and associated Information Systems can support this decision making;
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
- Plan and execute a substantial research based project or evidence-based capstone experience linked to an Enterprise Resource Planning System to generate and evaluate complex ideas and concepts at abstract and practical levels;
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.

**Careers:** The course is designed to appeal to a wide span of disciplines. The traditional IT/IS fields have evolved with the rapid deployment of ERP suites that now encompass all functions in large organisations. The course provides several opportunities for applicants;

- The technology Bachelor (Information Technology/Information Systems /CompScience) who wishes to gain a foothold in corporate ERP/SAP organisations,
- The technology analyst who wishes to transition to a business analyst role,
- The business analyst (Non SAP organisation) who wishes to transition to an SAP based organisation, and,
- The business person (SAP organisation) who wishes to obtain career advancement via an SAP role.

The course will position graduates to access the world of work with employment roles;

- In global and domestic organisations in direct SAP related fields,
- In more widespread functional roles,
- Specialised bodies of knowledge in technical, process or application ERP areas.
- SAP Administration roles, and,
- SAP process roles including Financial, Logistics, Human Resources, and Supply Chain amongst others.

**Course Duration:** 2 years

**Admission Requirements:** • A Bachelor Degree (AQF 7) in any field or • A Graduate Certificate or Graduate Diploma (AQF 8) in any field and a minimum of three years of relevant professional experience. This experience is assessed by the Course Coordinator.

**Admission Requirements International:** In addition to satisfying the entry requirements for Mature Age admission (listed below), or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International

English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** Entry into the Master of Business (Enterprise Resource Planning) has clearly identified pathways. To qualify for admission, an applicant must have completed: • A Bachelor Degree (AQF 7) in any field or • A Graduate Certificate or Graduate Diploma (AQF 8) in any field and a minimum of three years of relevant professional experience. This experience is assessed by the Course Coordinator

#### COURSE STRUCTURE

The Master of Business (Enterprise Resource Planning Systems) is a 192 credit points (16 unit). The degree has four main components: 1. A semester to equip students with essential business knowledge - 48 credit points; BCO6653, BCO6656, BAO6714, BMO6506. 2. Two foundation units - 24 credit points: BCO6672, BMO6630. 3. Seven specialisation units - 84 credit points comprising: Four Core ERP Units - 48 credit points: BCO6603, BCO5501, BMO6624, BCO5651. Three Functional ERP Units - 36 credit points: BCO6007, BCO6604, BCO6185. 4. A research component, (36 credit points) consisting of either (a) Option 1: Capstone BGP7730 and two elective units (selected from any of the university postgraduate courses) or (b) Option 2: a minor thesis comprising BGP7711 (12 credit points) and BGP7712 (24 credit points). On completion of a minimum of four units, students may exit the Master of Business (Enterprise Resource Planning Systems) with a Graduate Certificate in Enterprise Resource Planning if they meet graduation requirements of that course.

#### Year 1 Semester 1

BCO6653	Management of Information Technology	12
BCO6656	Information Technology Project Management	12
BCO6603	Enterprise Resource Planning Systems	12
BMO6506	Work and Organisation Systems	12

#### Year 1 Semester 2

BMO6630	Business Research Methods	12
BAO6714	Computerised Accounting in an ERP System	12
BCO5501	Business Process Engineering	12
BCO6007	Business Analytics	12

#### Year 2 Semester 1

BCO6604	Customer Relationship Management	12
BCO6185	Executive and Mobile Computing	12
BMO6624	Organisation Change Management	12

Select 12 credit points from either:

BGP7711	Business Research Proposal	12
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12 credit point post graduate elective (1 unit) from any of the university postgraduate courses (unit offering is subject to availability)

#### Year 2 Semester 2

BCO5651	Enterprise Resource Planning Systems Implementation	12
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BCO6672	The Information Systems Professional	12
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Option 1:

BGP7730	Business Research Project	12
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12 credit point post graduate elective (1 unit) from any of the university postgraduate courses (unit offering is subject to availability)

OR Option 2:

BGP7712	Business Research Thesis	24
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### Master of Finance

**Course Code:**BMFF

**Campus:**City Flinders.

**About this course:**The Master of Finance is an academically focussed and professionally relevant course for those with a finance related academic background. The course develops conceptual knowledge and technical skills in finance, with a global perspective on understanding the operation of financial markets. This is complemented with skills development focusing on critical thinking, problem solving, creativity and communication. The course assists students to become capable, responsible and ethical practitioners in the rapidly changing financial services industry.

**Course Objectives:**On successful completion of this course, working independently or in collaborative groups, graduates will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective finance practice.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of finance problems and make recommendations relevant to authentic/contemporary business settings.
- Critically apply cross disciplinary knowledge in decision making with creativity for evolving and emerging finance contexts.
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/ finance/ professional challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex financial problems and inform management decision making.
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.

- Plan and execute a substantial research based project or evidence-based capstone experience linked to contemporary sustainable, socially responsible and ethical financial management practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** Financial Manager, Financial Analyst and Financial Investment Manager

**Course Duration:** 1.5 years

**Admission Requirements International:** In addition to the admissions requirements for mature age entry, international applicants must also have a minimum proficiency in the English language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent

**Admission Requirements Mature Age:** To qualify for admission, an applicant must have completed: • A Bachelors degree (AQF 7) in Accounting and Finance related fields OR • A Bachelor's degree in a different field in addition to a Graduate Certificate in Accounting and Finance related fields.

**Admission Requirements Other:** Applicants with an undergraduate degree (AQF 7) in another field are directed to the 2 year Master of Business (Finance) course.

#### COURSE STRUCTURE

To attain the award of Master of Finance, students must successfully complete the following: 24 credit points (equivalent to 2 units) foundation units; 84 credit points (equivalent to 7 units) specialisation units Plus either / or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from the list provided below (subject to availability). OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit.

Year 1, Semester 1

BA05534	Business Finance	12
BA05734	Financial Analysis	12
BA05746	Credit and Lending Management	12
BMO6630	Business Research Methods	12

Year 1, Semester 2

BMO5501	Business Ethics and Sustainability	12
BA05747	International Portfolio Management	12
BA05573	International Financial Management	12

Plus

#### OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from the list provided below (subject to availability).

or

#### OPTION 2

BGP7711	Business Research Proposal	12
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Year 2, Semester 1

BA05572	Treasury Risk Management	12
BE05686	Financial Derivative Markets	12

Plus

#### OPTION 1

BGP7730	Business Research Project	12
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12 credit points (equivalent to 1 unit) elective unit. Students to select from the list provided below (subject to availability).

or

#### OPTION 2

BGP7712	Business Research Thesis	24
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#### ELECTIVE UNITS

BE05539	Business Statistics	12
BA05736	Managerial Control Systems	12
BA05748	Financial Services Communication	12

### Master of Business (Finance)

**Course Code:** BMFN

**Campus:** City Flinders.

**About this course:** The Master of Business (Finance) is an academically focussed and professionally relevant course for those with or without a business background. The course develops conceptual knowledge and technical skills in finance, with a global perspective on understanding the operation of financial markets. This is complemented with skills development focusing on critical thinking, problem solving, creativity and communication. The course assists students to become capable, responsible and ethical practitioners in the rapidly changing financial services industry.

**Course Objectives:** The Victoria University BMFN provides a professional business masters award for people who desire a specialist Finance qualification. On successful completion of this course, working independently or in collaborative groups, graduates will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective finance practice.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of finance problems and make recommendations relevant to authentic/contemporary business settings.
- Critically apply cross disciplinary knowledge in decision making with creativity for evolving and emerging finance contexts.



- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/ finance/ professional challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex financial problems and inform management decision making.
- Communicate effectively to specialist and non- specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
- Plan and execute a substantial research based project or evidence-based capstone experience linked to contemporary sustainable, socially responsible and ethical financial management practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** Financial Manager, Financial Analyst and Financial Investment Manager

**Course Duration:** 2 years

**Admission Requirements International:** In addition to satisfying the Admission Requirements for Mature Age applicants, International applicants must also have a minimum proficiency in the English language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6, or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed • an undergraduate degree (AFQ7) or • a Graduate Certificate or Graduate Diploma (AQF8) and have a minimum of three years' of relevant professional experience. This experience is assessed by the Course Coordinator.

**Admission Requirements Other:** Applicants with an undergraduate degree in a cognate discipline (e.g., Bachelor of Business or Bachelor of Commerce) may be entitled to Advanced Standing.

#### COURSE STRUCTURE

To attain the award of Master of Business (Finance), students must successfully complete the following:

- 72 credit points (equivalent to 6 units) core units
- 84 credit points (equivalent to 7 units) specialisation units

Plus either / or OPTION 1

- 12 credit points (equivalent to 1 unit) capstone unit; and,
- 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from the list provided below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

#### OPTION 2

- 12 credit points (equivalent to 1 unit) minor thesis unit; and,

- 24 credit points (equivalent to 2 units) thesis unit.

#### Year 1, Semester 1

BA06504	Accounting for Management	12
BE06600	Business Economics	12
BH06505	Marketing Management	12
BMO6506	Work and Organisation Systems	12

#### Year 1, Semester 2

BA05534	Business Finance	12
BA05734	Financial Analysis	12
BA05746	Credit and Lending Management	12
BMO6630	Business Research Methods	12

#### Year 2, Semester 1

BM05501	Business Ethics and Sustainability	12
BA05747	International Portfolio Management	12
BA05573	International Financial Management	12

Plus

#### OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from the list provided below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

or

#### OPTION 2

BGP7711	Business Research Proposal	12
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#### Year 2, Semester 2

BA05572	Treasury Risk Management	12
BE05686	Financial Derivative Markets	12

Plus

#### OPTION 1

BGP7730	Business Research Project	12
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and

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from the list provided below (subject to availability). Please check any pre-requisite requirements prior to enrolling.

or

## OPTION 2

BGP7712 Business Research Thesis 24

## ELECTIVE UNITS

Subject to availability. Please check any pre-requisite requirements prior to enrolling

BA05736 Managerial Control Systems 12

BA05748 Financial Services Communication 12

BE05539 Business Statistics 12

On completion of a minimum of eight units of study, students may exit this course with either the Graduate Diploma in Finance or the Graduate Diploma of Business if they meet graduation requirements of those courses.

## Master of Industrial Relations and Human Resource Management

**Course Code:**BMIH

**Campus:**City Flinders.

**About this course:**The Master of Industrial Relations/Human Resource Management is a one and a half year degree that educates students in relation to a wide range of IR and HR issues. The course includes a number of core units such as HRM, Contemporary Employment systems, Law of Employment, Industrial Relations, Strategic HRM, Performance Management and Rewards and Managing Workplace conflict. It is an academically rigorous and professionally relevant business course recognised globally. There are a range of assessment tasks that focus on critical thinking, problem solving and creativity. It prepares students to be responsible and ethical citizens.

**Course Objectives:**On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective IR/HR strategies.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to IR/HR in contemporary business, industry and community settings.
- Critically apply cross disciplinary knowledge to IR/HR-related decision making with creativity for emerging contexts.
- Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional IR/HR challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform IR/HR decision making.
- Communicate effectively with specialist and non- specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.

- Plan and execute a substantial research based project or evidence-based capstone experience linked to contemporary sustainable, socially responsible and ethical IR/HR practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:**Specialist HR/IR knowledge that will prepare students to enter professions in government, HR and IR.

**Course Duration:** 1.5 years

**Admission Requirements International:** In addition to the requirements for mature age admissions listed below, overseas applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** Entry into the BMH includes: • Undergraduate degrees (AQF 7) in cognate fields (for example, business, management, industrial relations, or human resource management).OR • In the absence of the above, a cognate Graduate Certificate/Degree.

**Admission Requirements Other:**Applicants with an undergraduate degree (AQF 7) in another field are directed to the 2 year Master of Business (IR/HRM) course.

## COURSE STRUCTURE

To attain the award of Master of Industrial Relations and Human Resource Management, students must successfully complete the following: 24 credit points (equivalent to 2 units) foundation units; 84 credit points (equivalent to 7 units) specialisation units Plus either / or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units across the University (subject to availability). OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit.

### Year 1, Semester 1

BM06630	Business Research Methods	12
BM05564	Human Resource Management	12
BM05544	Industrial Relations	12
BL05513	Law of Employment	12

### Year 1, Semester 2

BM05567	Managing Workplace Conflict	12
BM05550	Contemporary Employment Systems	12
BM05572	Strategic Human Resource Management	12

Plus

### OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units across the University (subject to availability).

or

#### OPTION 2

BGP7711 Business Research Proposal 12

Year 2, Semester 1

BMO5501 Business Ethics and Sustainability 12

BMO6625 Performance Management and Rewards 12

Plus

#### OPTION 1

BGP7730 Business Research Project 12

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units across the University (subject to availability).

or

#### OPTION 2

BGP7712 Business Research Thesis 24

### Master of Business (Industrial Relations/Human Resource Management)

Course Code: BMIR

Campus: City Flinders.

**About this course:** The Master of Business (IR/HR) is a two year degree that educates students in relation to a wide range of IR and HR issues. The course includes a number of subjects that are core units such as HRM, Contemporary Employment systems, Law of Employment, Industrial Relations, Strategic HRM, Performance Management and Rewards and Managing Workplace conflict. It is an academically rigorous and professionally relevant business course recognised globally. There are a range of assessment tasks that focus on critical thinking, problem solving and creativity. It prepares students to be responsible and ethical citizens.

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective IR/HR strategies.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to IR/HR in contemporary business, industry and community settings.
- Critically apply cross disciplinary knowledge to IR/HR-related decision making with creativity for emerging contexts.
- Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional IR/HR challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform IR/HR decision making.

- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
- Plan and execute a substantial research based project or evidence-based capstone experience linked to contemporary sustainable, socially responsible and ethical IR/HR practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** Specialist HR/IR knowledge that will prepare students to enter professions in government, HR and IR.

**Course Duration:** 2 years

**Admission Requirements International:** In addition to satisfying the entry requirements for Australian resident students or demonstrating equivalence, overseas students must provide evidence of proficiency in the English language: International English Language Testing System - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** Entry into the Master of Business (IR/HRM) program has clearly identified pathways. These include: • Undergraduate degrees (AQF 7) or • Graduate Certificates and Diplomas (AQF 8) that are nested in the Master of Business (IR/HR) program or completed at other institutions and a minimum of three year relevant professional work experience. This experience is assessed by the Course Coordinator.

**Admission Requirements Other:** Applicants with a cognate (business or industrial relations or human resource management) undergraduate degree plus three years of relevant professional work experience, may apply for Advanced Standing.

#### COURSE STRUCTURE

To attain the award of Master of Business (Industrial Relations/Human Resource Management), students must successfully complete the following: 48 credit points (equivalent to 4 units) core units 24 credit points (equivalent to 2 units) foundation units: 84 credit points (equivalent to 7 units) specialisation units Plus either / or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit.

Year 1

BMO6506 Work and Organisation Systems 12

BE05539 Business Statistics 12

BE06600 Business Economics 12

BMO6511 Strategic Management and Business Policy 12

BMO5501 Business Ethics and Sustainability 12

BM05564	Human Resource Management	12
BM05544	Industrial Relations	12
BL05513	Law of Employment	12
Year 2		
BM05550	Contemporary Employment Systems	12
BM05572	Strategic Human Resource Management	12
BM05567	Managing Workplace Conflict	12
BM06630	Business Research Methods	12
BM06625	Performance Management and Rewards	12
Plus		
OPTION 1		
BGP7730	Business Research Project	12

24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability).

or

#### OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

On completion of eight approved units of study students can exit this course and will be eligible to receive the Graduate Diploma in Industrial Relations/HRM. On completion of four approved units of study students who choose to exit the course will be eligible to receive the Graduate Certificate in Business

### Master of Marketing

**Course Code:**BMKM

**Campus:**City Flinders.

**About this course:**Studying the Master of Marketing offers graduates a critical overview of marketing theory and marketing science. Students also develop skills to practically apply such knowledge in a business setting as capable, responsible and market ready marketing professionals with a global outlook. Graduates will be provided with the advanced knowledge, competencies and processes necessary to implement and evaluate marketing strategies and initiatives that can be applied to profit and not-for-profit businesses.

**Course Objectives:**On successful completion of the course, graduates will be able to:

- Critically reflect upon theoretical approaches by evaluating their application to effective marketing practice.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of marketing problems and recommend marketing actions realigned for contemporary and emerging business settings.

- Critically apply cross-disciplinary knowledge in decision making with creativity for dynamic and new contexts.
- Evidence accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future marketing challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex marketing problems and inform management decision making.
- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, business and other professional organisations.
- Exemplify professional leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner.
- Plan and execute a substantial research based project to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:**Skills developed in this course will equip you for senior roles in marketing and management.

**Course Duration:** 1.5 years

**Admission Requirements International:** In addition to satisfying the entry requirements for mature age admissions, international applicants must also provide evidence of a minimum proficiency in the English language as demonstrated by: International English Language Testing System- overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed: • A Bachelors degree (AQF 7) in a Business related field (such as Marketing, Public Relations, Advertising) OR • A Bachelor's degree in a different field in addition to a Graduate Certificate in a Business related field (such as Marketing, Public Relations, Advertising).

**Admission Requirements Other:** Applicants with an undergraduate degree (AQF 7) in another field are directed to the 2 year Master of Business (Marketing) course.

#### COURSE STRUCTURE

To attain the award of Master of Marketing, students must successfully complete the following: 24 credit points (equivalent to 2 units) foundation units: 84 credit points (equivalent to 7 units) specialisation units Plus either / or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit.

#### Year 1, Semester 1

BM05501	Business Ethics and Sustainability	12
BM06630	Business Research Methods	12
BH05501	Electronic Marketing	12
BH05503	Marketing Communication	12

Year 1, Semester 2		
BH05583	Marketing Research	12
BH05525	Marketing Strategy	12
BH05574	Consumer Behaviour	12
Plus		
OPTION 1		
BGP7730	Business Research Project	12
or		
OPTION 2		
BGP7711	Business Research Proposal	12
Year 2, Semester 1		
BH05504	Brand and Product Management	12
BH06666	Global Marketing Management	12
Plus		
OPTION 1		
24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability).		
or		
OPTION 2		
BGP7712	Business Research Thesis	24

## Master of Business (Management)

**Course Code:**BMMA

**Campus:**City Flinders.

**About this course:**The Master of Business [Management] is designed to develop professional skills across a range of areas of management including employee learning, organisational development and change; innovation; leadership, managing employees, and stakeholder management. This Masters course combines industry-relevant learning with academic rigour to focus on high-level knowledge, skills and capabilities intrinsic to contemporary management practice. In particular, applicants will strengthen their critical analytical and decision making skills, sharpen their leadership and strategic thinking, research and negotiation skills, values and ethical behaviour through case studies and work-related activities. With hands-on experience, they will be prepared to respond to the challenges of today's global workplaces such as leading change courses, creating and leading project teams, and supporting staff to achieve their best.

**Course Objectives:**On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to contemporary business settings.
- Critically apply cross-disciplinary knowledge in decision making with creativity for new management contexts.
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges.
- Work as a reflective management practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making.
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
- Plan and execute a substantial research based project or evidence-based capstone experience to generate and evaluate complex ideas and concepts at abstract and practical levels to enhance the sustainability, viability and effectiveness of management practices.

**Careers:**Graduates of the Master of Business [Management] will gain the knowledge and capabilities to support management roles in the global and local business context. The course offers graduates the opportunity to specialise in management areas such as learning and development or human resource development; change management or organisation development, or in leadership roles in innovation and business sustainability.

**Course Duration:** 2 years

**Admission Requirements International:** In addition to the requirements for mature age admissions listed below, overseas applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** Entry into the Master of Business (Management), has clearly identified pathways. These include: • Undergraduate degrees (AQF 7) in any field or • Graduate Certificates and Graduate Diplomas (AQF 8) and a minimum of three year relevant professional experience. This experience is assessed by the Course Coordinator.

### COURSE STRUCTURE

To attain the award of Master of Business (Management), students must successfully complete 192 credit point course (equivalent to 16 units) in total, consisting of:

- 48 credit points (equivalent to 4 units) Core Business units
- 24 credit points (equivalent to 2 units) Foundation units
- 84 credit points (equivalent to 7 units) Specialisation units
- 36 credit points (equivalent to 3 units) Research component of either Option 1 or Option 2

RESEARCH STUDIES OPTIONS RESEARCH OPTION 1 • 12 credit points (equivalent to 1 unit) business research project; and, • 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from within the University (subject to availability). Please check any pre-requisite requirements prior to enrolling. RESEARCH OPTION 2 • 12 credit points (equivalent to 1 unit) business research proposal; and, • 24 credit points (equivalent to 2 units) business research thesis. On completion of a minimum of eight units of study, students may exit this course with Graduate Diploma of Business if they meet graduation requirements of those courses.

#### CORE BUSINESS UNITS

BAO6504	Accounting for Management	12
BE05539	Business Statistics	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	12

#### FOUNDATION UNITS

BMO5501	Business Ethics and Sustainability	12
BMO6630	Business Research Methods	12

#### SPECIALISATION UNITS

BMO5500	Governance	12
BMO5572	Strategic Human Resource Management	12
BMO5602	Business Project Management	12
BMO6050	Art and Practice of Leadership	12
BMO6511	Strategic Management and Business Policy	12
BMO6622	Managing Innovation and Entrepreneurship	12
BMO6624	Organisation Change Management	12

#### RESEARCH STUDIES OPTIONS

##### RESEARCH OPTION 1

BGP7730	Business Research Project	12
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24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from within the University (subject to availability).

##### RESEARCH OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

### Master of Business (Marketing)

Course Code: BMMK

Campus: City Flinders.

**About this course:** Studying the Master of Business (Marketing) offers graduates a critical overview of marketing theory and marketing science, while also learning the skills to practically apply such knowledge in a business setting. Graduates will be provided with the knowledge, competencies and processes necessary to implement and evaluate marketing strategies and initiatives that can be applied to profit and not-for-profit businesses operating in local and global contexts.

**Course Objectives:** On successful completion of the BMMK course, graduates will be able to:

- Critically reflect upon theoretical approaches by evaluating their application to effective marketing practice.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of marketing problems and recommend marketing actions realigned for contemporary and emerging business settings.
- Critically apply cross-disciplinary knowledge in decision making with creativity for dynamic and new contexts.
- Evidence accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future marketing challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex marketing problems and inform management decision making.
- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, business and other professional organisations.
- Exemplify professional leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner.
- Plan and execute a substantial research based project to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** Skills developed in this course will equip you for senior roles in marketing and management.

**Course Duration:** 2 years

**Admission Requirements International:** In addition to satisfying the entry requirements for mature age admissions listed below, international applicants must also provide evidence of a minimum proficiency in the English language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed •A Bachelor Degree (AQF 7) in any field; OR •A Graduate Certificate or Diploma (AQF 8) in any field and a minimum of three year relevant professional experience. This experience is assessed by the Course coordinator

#### COURSE STRUCTURE

To attain the Master of Business (Marketing), students will be required to complete 192 credit points (equivalent to 16 units) consisting of:

- 72 credit points (equivalent to 6 units) business core units

- 84 credit points (equivalent to 7 units) professional core units

Plus either OPTION 1

- 12 credit points (equivalent to 1 unit) capstone unit (Business Research Proposal); and,
- 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.

OR OPTION 2

- 12 credit points (equivalent to 1 unit) thesis proposal unit; and,
- 24 credit points (equivalent to 2 units) minor thesis unit.

Year 1, Semester 1

BE05539	Business Statistics	12
BE06600	Business Economics	12
BH06505	Marketing Management	12
BMO6506	Work and Organisation Systems	12

Year 1, Semester 2

BMO5501	Business Ethics and Sustainability	12
BMO6630	Business Research Methods	12
BH06001	Digital Marketing	12
BH05503	Marketing Communication	12

Year 2, Semester 1

BH05583	Marketing Research	12
BH05525	Marketing Strategy	12
BH05574	Consumer Behaviour	12

Research Component Option 1

BGP7730	Business Research Project	12
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OR

Research Component Option 2

BGP7711	Business Research Proposal	12
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Year 2, Semester 2

BH05504	Brand and Product Management	12
BH06666	Global Marketing Management	12

Research Component Option 1

Elective 1 from any of the university postgraduate courses (unit offering is subject to availability)

Elective 2 from any of the university postgraduate courses (unit offering is subject to availability)

OR

Research Component Option 2

BGP7712	Business Research Thesis	24
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Students will not normally be permitted to commence the minor thesis component of the course until they have satisfied requirements in at least four specialist units of study and two research units (BMO6630 and BH05583 or equivalent units)

**Master of Management**

**Course Code:**BMMM

**Campus:**City Flinders.

**About this course:**The Master of Management is designed to develop professional skills across a range of areas of management including employee learning, organisational development and change; innovation; leadership, managing employees, and stakeholder management. This Masters course combines industry-relevant learning with academic rigour to focus on high-level knowledge, skills and capabilities intrinsic to contemporary management practice. In particular, applicants will strengthen their critical analytical and decision making skills, sharpen their leadership and strategic thinking, research and negotiation skills, values and ethical behaviour through case studies and work-related activities. With hands-on experience, they will be prepared to respond to the challenges of today's global workplaces such as leading change courses, creating and leading project teams, and supporting staff to achieve their best.

**Course Objectives:**On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to contemporary business settings.
- Critically apply cross-disciplinary knowledge in decision making with creativity for new management contexts.
- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges.
- Work as a reflective management practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making.
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.

- Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
- Plan and execute a substantial research based project or evidence-based capstone experience to generate and evaluate complex ideas and concepts at abstract and practical levels to enhance the sustainability, viability and effectiveness of management practices.

**Careers:** Graduates of the Master of Management will gain the knowledge and capabilities to support management roles in the global and local business context. The course offers graduates the opportunity to build upon their undergraduate qualification in specialist areas such as human resource development, change management, or innovation and business sustainability.

**Course Duration:** 1.5 years

**Admission Requirements:** Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and a Graduate Certificate in a cognate (similar discipline) field.

**Admission Requirements International:** In addition to the requirements for mature age admissions, international applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6 or equivalent

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role in business, logistics or supply chain management as approved by the College.

**Admission Requirements Other:** Applicants who have successfully completed a non-cognate (any discipline) Bachelor/Honours Degree, are directed to the 2 year Master of Business (Management) course.

## COURSE STRUCTURE

To attain the award of Master of Management, students must successfully complete 144 credit points in total consisting of:

- 24 credit points College Core units
- 84 credit points Professional Core units
- 36 credit points Research Option 1 or Option 2

### Research Option 1

- 12 credit points Business Research Project; and,
- 24 credit points Elective units. Students to select from any postgraduate units from within the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.

### Research Option 2

- 12 credit points Business Research Proposal; and,
- 24 credit points Business Research Thesis.

BMO5501	Business Ethics and Sustainability	12
BMO6630	Business Research Methods	12
BMO5602	Business Project Management	12
BMO6511	Strategic Management and Business Policy	12
BMO5572	Strategic Human Resource Management	12
BMO5500	Governance	12
BMO6050	Art and Practice of Leadership	12
BMO6622	Managing Innovation and Entrepreneurship	12
BMO6624	Organisation Change Management	12
Research Option 1		
BGP7730	Business Research Project	12

24 credit points elective units. Students to select postgraduate units from any College of Business Masters course (subject to availability).

### Research Option 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

## Master of Business Administration

**Course Code:** BMPF

**Campus:** City Flinders.

**About this course:** The Master of Business Administration is an academically rigorous and professionally relevant business course recognised globally. The course develops conceptual knowledge incorporating recent developments in sustainability and global trends in business. This is complemented with skill development focusing on critically thinking, problem solving, creativity, personal leadership, and social aspects through authentic assessment including reflection. The course assists graduates to become responsible and ethical citizens who use their intercultural understanding to contribute to the demands of their local and global communities. This course is ideally suited for applicants who come from a relevant business background and want to deepen their knowledge and critically apply this knowledge to complex and contemporary business practice.

**Course Objectives:** On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to contemporary business settings.
- Critically apply cross disciplinary knowledge in decision making with creativity for new contexts.



- Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making.
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Exemplify initiative and leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
- Plan and execute a substantial research based project or evidence-based capstone experience linked to contemporary sustainable, socially responsible and ethical management practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** Middle to senior management roles in a variety of industries.

**Course Duration:** 1.5 years

**Admission Requirements International:** In addition to the requirements for mature age admissions, international applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed one of the following • a business related Bachelors Degree (for example, business, management, economics or commerce) and have a minimum of three years' of full-time professional experience.; OR • a non-business related Bachelors Degree with a minimum of five years of full-time managerial experience

**Admission Requirements Other:** Applicants with a non-business Bachelors Degree without the minimum five year managerial experience are directed to the 2 year Master of Business Administration (Professional) course.

#### COURSE STRUCTURE

To attain the award of Master of Business Administration, students must successfully complete the following:

- 24 credit points (equivalent to 2 units) foundation units
- 84 credit points (equivalent to 7 units) specialisation units

Plus either / or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling. OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit.

Year 1, Semester 1

BMO5501	Business Ethics and Sustainability	12
BMO6506	Work and Organisation Systems	12

BMO6511	Strategic Management and Business Policy	12
BMO6630	Business Research Methods	12

Year 1, Semester 2

BA05734	Financial Analysis	12
BMO6622	Managing Innovation and Entrepreneurship	12
BMO6624	Organisation Change Management	12

Plus

OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.

or

OPTION 2

BGP7711	Business Research Proposal	12
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Year 2, Semester 1

BMO5572	Strategic Human Resource Management	12
BMO6050	Art and Practice of Leadership	12

Plus

OPTION 1

BGP7730	Business Research Project	12
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and

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.

or

OPTION 2

BGP7712	Business Research Thesis	24
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#### Master of Business (Supply Chain Management)

**Course Code:** BMSM

**Campus:** City Flinders.

**About this course:** The course develops students' knowledge of the field of logistics and supply chain management. Particular focus is based upon the skills and techniques required for employment, in the logistics and supply chain sectors, in senior management roles. This course is accredited to MCIPS standard with The Chartered Institute of Purchasing and Supply (CIPS).

**Course Objectives:** Graduates at this level will have expert, specialised cognitive and technical skills in the supply chain discipline and will be able to independently:

- Exemplify initiative and inspirational leadership in a dynamic 21st century Supply Chain work environment, acting consistently, ethically and socially responsibly
- Analyse critically, reflect on and synthesise complex information related to supply chain problems, concepts and theories
- Research and apply established supply chain theories to emerging situations and challenges in contemporary supply change situations
- Critically apply knowledge and skills that demonstrate autonomy, expert judgement, problem –solving, adaptability and responsibility as a supply chain practitioner or learner
- Interpret, based on analysis, the ways in which networks of interconnected businesses collaborate to make, and deliver, products and services for global markets.
- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business, and other professional organisations
- Critically evaluate the full range of activities that constitute the supply chain management discipline - from global procurement and operations management, to logistics strategies, project management and ERP systems.
- Plan and execute a substantial research based project or evidence-based capstone experience linked to Supply chain Management to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** Supply chain management is one of the largest industries in Australia and a masters degree can greatly enhance career opportunities across a wide range of roles, such as: supply chain managers, logistics professionals, global procurement specialists, sourcing/distribution managers, enterprise resource planning developers, project leaders, transport coordinators, warehouse supervisors, import/export and customs managers.

**Course Duration:** 2 years

**Admission Requirements International:** In addition to satisfying the entry requirements for mature age admissions listed below, International applicants must also have a minimum proficiency in English Language as demonstrated by: International English Language Testing System - overall score of 6.5 and no individual band score less than 6 or equivalent.

**Admission Requirements Mature Age:** • a Bachelors degree (AFQ7) in any field; or • a Graduate certificate/diploma (AQF8) in any field and have a minimum of three years of relevant professional experience. This experience is assessed by the Course Coordinator; or • a Graduate diploma (AQF8) in the field of supply chain management.

#### COURSE STRUCTURE

To graduate from the Master of Business (Supply Chain Management) students must successfully complete:

- 48 credit points (equivalent to 4 units) of cognate units that equip students with essential business knowledge, particularly for students from a non-cognate background (e.g., courses other than a Bachelor of Business or Bachelor of Commerce) – BLO5555, BMO5576, BMO6506, BMO6511
- 24 credit points (equivalent to 2 units) of foundation units - BMO6630, BMO5501
- 84 credit points (equivalent to 7 units) of specialist units - BCO6603, BE05305, BE05307, BMO5574, BMO5579, BMO6508, EPM5710
- A research component worth 36 credit points (equivalent to 3 units) consisting of either (a) Option 1: Business Research Project and two elective units selected from any university postgraduate courses (subject to availability) or (b) Option 2: a minor thesis (BGP7711 and BGP7712)

On completion of a minimum of eight units of study, students may exit this course with the Graduate Diploma of Business if they meet graduation requirements of those courses.

#### Year 1, Semester 1

BMO6511	Strategic Management and Business Policy	12
BLB5555	Commercial Contracts	12
BMO5576	Operations and Logistics Strategy	12
BMO6506	Work and Organisation Systems	12

#### Year 1, Semester 2

BCO6603	Enterprise Resource Planning Systems	12
BE05305	International Supply Chain Structure	12
BE05307	Global Procurement	12
BMO6630	Business Research Methods	12

#### Year 2, Semester 1

BMO5501	Business Ethics and Sustainability	12
BMO5574	Supply Chain and Logistics Management	12
BMO5579	Green Logistics	12

#### Research Component Option 1

Elective 1\*

OR

#### Research Component Option 2

BGP7711	Business Research Proposal	12
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#### Year 2, Semester 2

BMO6508	Operations Management	12
EPM5710	Project Procurement Management	12
Research Component Option 1		
BGP7730	Business Research Project	12
Elective 2*		
OR		
Research Component Option 2		
BGP7712	Business Research Thesis	24

\* Students may choose equivalent postgraduate level elective units as offered by the College of Business or elsewhere within the university.

## Master of Supply Chain Management

**Course Code:** BMSP

**Campus:** City Flinders.

**About this course:** The course develops students' knowledge of the field of logistics and supply chain management. Particular focus is based upon the skills and techniques required for employment, in the logistics and supply chain sectors, in senior management roles. This course is accredited to MCIPS standard with The Chartered Institute of Purchasing and Supply (CIPS).

**Course Objectives:** Graduates at this level will have expert, specialised cognitive and technical skills in the supply chain discipline and will be able to independently:

- Exemplify initiative and inspirational leadership in a dynamic 21st century Supply Chain work environment, acting consistently, ethically and socially responsibly.
- Analyse critically, reflect on and synthesise complex information related to supply chain problems, concepts and theories.
- Research and apply established supply chain theories to emerging situations and challenges in contemporary supply change situations.
- Critically apply knowledge and skills that demonstrate autonomy, expert judgement, problem-solving, adaptability and responsibility as a supply chain practitioner or learner.
- Interpret, based on analysis, the ways in which networks of interconnected businesses collaborate to make, and deliver, products and services for global markets.
- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business, and other professional organisations.
- Critically evaluate the full range of activities that constitute the supply chain management discipline - from global procurement and operations management, to logistics strategies, project management and ERP systems.
- Plan and execute a substantial research based project or evidence-based capstone experience linked to Supply Chain Management to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Careers:** Supply chain management is one of the largest industries in Australia and a masters degree can greatly enhance career opportunities across a wide range of roles, such as: supply chain managers, logistics professionals, global procurement specialists, sourcing/distribution managers, enterprise resource planning developers, project leaders, transport coordinators, warehouse supervisors, import/export and customs managers.

**Course Duration:** 1.5 years

**Admission Requirements International:** In addition to satisfying the entry requirements for mature age admissions, International applicants must also have a minimum proficiency in English Language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** To qualify for admission to the course an applicant must have completed: • A Bachelors degree (AQF 7) in a Business related field (such as Supply Chain, Logistics, Information Technology, Information Systems) OR • A Bachelor's degree in a different field in addition to a Graduate Certificate in a Business related field (for example, Supply Chain, Logistics, Information Technology, Information Systems).

**Admission Requirements Other:** Applicants with an undergraduate degree (AQF 7) in another field are directed to the 2 year Master of Business (Supply Chain Management) course.

### COURSE STRUCTURE

To attain the Master of Supply Chain Management, students must successfully complete 144 credit points (equivalent to 12 units) in total, consisting of: 24 credit points (equivalent to 2 units) foundation units 84 credit points (equivalent to 7 units) specialisation units Plus either /or OPTION 1 12 credit points (equivalent to 1 unit) capstone unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). OPTION 2 12 credit points (equivalent to 1 unit) minor thesis unit; and, 24 credit points (equivalent to 2 units) thesis unit.

#### Year 1, Semester 1

BCO6603	Enterprise Resource Planning Systems	12
BE05305	International Supply Chain Structure	12
BE05307	Global Procurement	12
BMO6630	Business Research Methods	12

#### Year 1, Semester 2

BM05501	Business Ethics and Sustainability	12
BM05574	Supply Chain and Logistics Management	12
BM05579	Green Logistics	12

Plus

OPTION 1

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units across the University (subject to availability).

or

#### OPTION 2

BGP7711 Business Research Proposal 12

Year 2, Semester 1

BMO6508 Operations Management 12

EPM5710 Project Procurement Management 12

#### OPTION 1

BGP7730 Business Research Project 12

12 credit points (equivalent to 1 unit) elective unit. Students to select from any postgraduate units across the University (subject to availability).

or

#### OPTION 2

BGP7712 Business Research Thesis 24

### Master of Tourism and Destination Management

**Course Code:**BMTD

**Campus:**City Flinders.

**About this course:**The Master of Tourism and Destination Management offers a qualification that will equip graduates for managerial, policy development and planning roles within the rapidly growing tourism and events industries. The course incorporates tourism and management studies with a focus on addressing contemporary issues and challenges faced by destinations internationally. Embedded within an established suite of business programs, including Victoria University's internationally awarded MBA, the Master of Tourism and Destination Management prepares graduates to professionally engage with contemporary and emerging industry issues and developments in the visitor economy. In particular, the course builds on the theme of 'Green Growth' and sustainability as a central paradigm. The course is developed and conducted with the close involvement of industry leaders, both local and international, and students will have the opportunity to gain a close insight into industry operations, develop professional networks and apply knowledge within the tourism and events sectors.

**Course Objectives:**On successful completion of the Master of Tourism and Destination Management course, graduates will be able to:

- Critically reflect upon theoretical approaches by evaluating their application to effective tourism and destination management practice;
- Justify and apply interdisciplinary knowledge in decision making with creativity for dynamic global environments using contemporary and integrated theoretical and operational knowledge of tourism and destination management;
- Deliberate the economic, legal and political context within which destinations operate, advocating creative planning and policy

development process, innovative sustainable practices and risk minimising strategies in contemporary settings;

- Collaborate within teams to provide creative solutions for industry, government and community stakeholders, integrating complex knowledge and ideas effectively to achieve shared goals;
- Resolve complex professional and industry problems and inform management decision making by applying cognitive, creative and reflective skills to collect, analyse and synthesise data and information to generate, implement and evaluate solutions;
- Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders;
- Exemplify professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner;
- Plan and execute an evidence-based capstone experience or a substantial research based project linked to contemporary sustainable practices.

**Careers:**The Master of Tourism and Destination Management will equip students for roles as:

- Planning and policy development officers in government departments at National, State and Local and regional levels;
- Research and planning officers with research and consulting firms;
- Tourism planning agencies;
- Tourism education through private providers and TAFE;
- Policy officers with professional and industry associations;
- Tourism promotion agencies such as 'Destination Melbourne'
- Managers of attractions;
- Marketing and communication roles (events);
- Planners within the travel sector (airlines and other major transport providers);
- Self employment through tourism management businesses.

**Course Duration:** 1.5 years

**Admission Requirements:**A Business-related Bachelor degree (AQF 7).

**Admission Requirements International:**In addition to the requirements for mature age admissions listed below, overseas applicants must have a minimum proficiency in the English language as demonstrated by: International English Language Testing System overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:**A Business-related Bachelor degree (AQF 7) ; OR A Graduate Certificate or Diploma (AQF 8) in business studies and a minimum of three year relevant professional experience. This experience is assessed by the Course co-ordinator.

**Admission Requirements Other:**None

#### COURSE STRUCTURE

To attain the Master of Tourism and Destination Management, students will be required to complete 144 credit points (equivalent to 12 units) consisting of:

- 24 credit points (equivalent to 2 units) core units
- 84 credit points (equivalent to 7 units) professional core units

Plus either OPTION 1 12 credit points (equivalent to 1 unit) capstone research project unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling. OR OPTION 2 12 credit points (equivalent to 1 unit) thesis proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit.

#### Year 1, Semester 1

BTD6001	Tourism and Events: Core Concepts and Theory	12
BTD6002	Cross-cultural Dimensions of Destination Management	12
BTD6003	Managing the Visitor Experience	12
BMO6630	Business Research Methods	12

#### Year 1, Semester 2

BMO5501	Business Ethics and Sustainability	12
BTD7001	International Tourism Management	12
BTD7002	Emerging Trends in Tourism and Destination Management	12

#### OPTION 1

12 credit points (equivalent 1 unit) elective unit

OR

#### OPTION 2

BGP7711	Business Research Proposal	12
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#### Year 2, Semester 1

BTD7003	Pricing Analytics and Revenue Management	12
BTD7004	Green Growth Transformation of Destinations	12

#### OPTION 1

BGP7730	Business Research Project	12
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plus, 12 credit points (equivalent 1 unit) elective unit

OR

#### OPTION 2

BGP7712	Business Research Thesis	24
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### Doctor of Business Administration

**Course Code:** BPPB

**Campus:** City Flinders.

**About this course:** The Doctor of Business Administration aims to produce graduates who can employ rigorous and ethical research methods to investigate problems of business and government in an innovative, resourceful and responsible manner for effective decision-making. The course offers an applied research training experience that extends students academically and professionally in areas such as critical analysis, problem definition and identification of alternatives for resolution through an independent and extended investigation. It also promotes a learning environment that is socially inclusive and values diversity for developing professionals with a global outlook in their contribution to the enhancement of applied/professional practice. The duration of the DBA program is three years full-time (or part-time equivalent). The structure of the DBA coursework provides students with a cohesive program. In the first semester, students without a research background begin to develop critical insight into business-appropriate research methodologies, especially those that are suitable for applied research in their professional field. In the second semester, additional coursework units have been created to address contemporary business practice within a global context and build on intercultural and interdisciplinary perspectives. Progression to the Research Component of the degree in Years 2 and 3 is subject to successful completion of all required coursework, normally with an average greater than 70 per cent across the Required Coursework units.

**Course Objectives:** On completion of the Doctor of Business Administration course, students will be able to:

- Contextualise and apply relevant theoretical knowledge to undertake rigorous research at the doctoral level into contemporary business problems, and contribute to original knowledge, theory and practice in business.
- Critically review a range of quantitative and qualitative business-oriented methods to determine and adapt appropriate methods for data collection and analysis to emerging intercultural and interdisciplinary business problems.
- Critique contemporary organisational or professional practice in the light of relevant theory, demonstrating their capacity as a reflective practitioner, scholar, leader and life-long learner.
- Critically evaluate business research studies in order to assess their quality and applicability in improving effective handling of business problems.
- Demonstrate exemplary oral and written communication skills relevant to translating complex research findings into business practice.
- Identify, analyse and evaluate internal and external environmental influences on organisations in order to adapt and develop effective plans for the management of change and development, demonstrating social inclusivity, responsibility and authoritative and ethical judgement.
- Generalise and apply creative and innovative ideas or solutions within contemporary global business environment.

**Careers:** Graduates of Victoria University's Doctor of Business Administration work in senior and executive management and academic/research positions that require advanced management and business research skills. Established professionals may wish to undertake this program to extend their experience and skills into research to advance knowledge for informing their professions and for the benefit of the global community. The program's focus on developing high level conceptual thinking to

investigate business problems also provides a basis for career advancement. Our program aims to produce graduates for the worldwide market.

**Course Duration:** 3 years

**Admission Requirements International:** Applicants for the Doctor of Business Administration degree are required to hold a Master of Business degree or its equivalent with average grades of at least H2A/Distinction (70%) and to have completed at least five years appropriate work experience. In addition, overseas applicants must have demonstrated competency in English sufficient to work at doctoral level, through meeting one or more of the following criteria: - undertaken a degree in the past five years at a tertiary institution where English was the primary language of instruction; or - achieved an overall band score of not less than 6.5 in an International English Language Testing Service (IELTS) test with no individual band score below 6.0; or - a score of not less than 92 and no section score less than 22 in the internet-based Teaching of English Foreign Language (TOEFL) test; or - documented evidence of English proficiency equivalent to the above.

**Admission Requirements Mature Age:** Applicants for the Doctor of Business Administration degree are required to hold a Master of Business degree or its equivalent with average grades of at least H2A/Distinction (70%) and to have completed at least five years appropriate work experience.

#### COURSE STRUCTURE

To attain the Doctor of Business Administration (DBA), students will be required to complete 288 credit points (equivalent to 24 units) consisting of:

- 96 credit points (equivalent to 8 units) Coursework units
- 192 credit points (equivalent to 16 units) Research Component

#### COURSEWORK UNITS (YEAR 1)

BBA8900	Research Methods and Approaches in Business	24
BBA8901	Contemporary Business Issues and Research	24
BBA8903	Research Proposal Development and Ethics	24
BBA8902	Research and Professional Practice	24

#### RESEARCH COMPONENT (YEAR 2-YEAR 3)

BBA8904	Thesis (DBA) (Full-Time)	48
or		
BBA8905	Thesis (DBA) (Part-Time)	24

### Master of Business [By Research]

**Course Code:** BRAM

**Campus:** City Flinders.

**About this course:** Masters Degree (Research) in the field of Business The Masters Degree (Research) allows you to develop your knowledge and skills in planning and executing a substantial piece of original research in an area that is of interest to you and to the University, industry and the community, with the assistance of an experienced research supervisory team. This degree requires you to apply an

advanced body of knowledge in a range of contexts for research and scholarship and potentially as a pathway to a PhD or Professional Doctorate. It involves supervised study and research, through completion of a major research thesis in an approved thesis format for examination, as well as research training and independent study. Feedback is provided face-to-face and online by the supervisory team, and co-curricular opportunities for receiving feedback are available through activities in which you are strongly encouraged to participate, such as involvement in support and adjunct programs offered by the university or externally; collaborative publication of academic articles with supervisors and peers; presentation at academic conferences including those organised within VU for graduate researchers and staff; and other presentations to a variety of audiences. This course is normally a 2 year (full time) and 4 year (part time) research-based degree.

**Course Objectives:** The course objectives are to produce graduates who have the following knowledge and skills:

- a body of knowledge that includes the understanding of recent developments in one or more discipline
- advanced knowledge of research principles and methods applicable to the field of work or learning
- cognitive skills to demonstrate mastery of theoretical knowledge and to reflect critically on theory and its application
- cognitive, technical and creative skills to investigate, analyse and synthesise complex information, problems, concepts and theories and to apply established theories to different bodies of knowledge or practice
- cognitive, technical and creative skills to generate and evaluate complex ideas and concepts at an abstract level
- cognitive and technical skills to design, use and evaluate research and research method
- communication and technical skills to present a coherent and sustained argument and to disseminate research results to specialist and non-specialist audience
- technical and communication skills to design, evaluate, implement, analyse, theorise and disseminate research that makes a contribution to knowledge

This knowledge and these skills will be demonstrated through the planning and execution of a substantial piece of research:

- with creativity and initiative
- with a high level of personal autonomy and accountability, demonstrating expert judgement, adaptability and responsibility as a learner

**Careers:** PhD or Professional Doctorate, research assistant, research technician.

**Course Duration:** 2 years

**Admission Requirements International:** In addition to meeting the University requirements (See: Admission Requirements - Other) international applicants who will be studying in Australia must satisfy the English language qualifying requirement for gaining an entry visa to Australia for applicants from their country.

**Admission Requirements Other:** (a) Academic achievement and preparation to a level that is sufficient to undertake masters level research demonstrated in any one or

more of the following: i. Qualified, at minimum, for a bachelors degree at a standard considered by the University to be sufficiently meritorious (normally Distinction average in the final year); or ii. Qualified for any other award judged by the University to be of a relevant and appropriate standard and have: •Produced evidence of professional experience; and •Fulfilled any other conditions relating to prerequisite studies which the University may impose. (b) Demonstrated competency in English sufficient to work at research masters level, through meeting one or more of the following criteria: i. Successful completion of one of the degrees stipulated under a) i) – ii) above with English as the language of instruction and assessment and undertaken in a predominantly English speaking context; or ii. Been taught for two of the past five years at a tertiary institution where English was the primary language of instruction; or iii. Achieved an overall band score of not less than 6.5 in an International English Language Testing Service (IELTS) test with no individual band score below 6.0; or iv. Achieved a score of not less than 92 and no section score less than 22 in the internet-based Teaching of English Foreign Language (TOEFL) test; or v. Documented evidence of English proficiency equivalent to the above.

#### COURSE STRUCTURE

The standard duration of a Masters Degree (Research) is two years of full-time study or part-time equivalent, although in certain circumstances the degree may be completed in eighteen months. In some cases the student may be required to complete approved coursework units such as laboratory skills or research design as part of the Masters Degree (Research).

BMO9800	Research Thesis (Full Time)	48
or		
BMO9801	Research Thesis (Part Time)	24

### Graduate Certificate in Accounting

**Course Code:**BTAC  
**Campus:**City Flinders.

**About this course:**With the internationalisation of accounting and the continual developments in accounting software and other applications the accounting profession is meeting the challenges of today’s business world. For people working or intending to work in the accounting field this program can be used to provide a pathway into further accounting studies or as a stand-alone course which provides a basic understanding of financial and management accounting along with an economics and business law background.

**Course Objectives:**On successful completion of this course, students will be able to:

- Review theoretical approaches and analyse their application to achieve effective accounting practice.
- Critically apply cross disciplinary knowledge in decision making.
- Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of Accounting in the support of complex management decision making.

- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
- Communicate skilfully to a variety of audiences and collaborate as an effective member or leader of a diverse team while utilising Accounting tools and practices.

**Careers:**As discussed above the graduate certificate program provides an entry pathway to a qualification in Accounting for those with extensive work experience but no bachelor’s degree. Upon successful completion of the program you will have made the first step on the way to a successful accounting career. It is recommended that you then enrol in the Graduate Diploma of Professional Accounting or the Master of Accounting and continue to progress your accounting career. Units completed in this graduate certificate are transferable towards the Master of Accounting or the Graduate Diploma in Professional Accounting.

**Course Duration:**0.5 years

**Admission Requirements:**Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:**In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:**In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

#### COURSE STRUCTURE

To attain the Graduate Certificate in Accounting, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points (equivalent to 4 units) professional core units

BA05522	Managerial Accounting	12
BA05534	Business Finance	12
BA05543	Accounting Systems and Processes	12
BL05540	Business and Company Law	12

### Graduate Certificate in Business Analytics

**Course Code:**BTBI  
**Campus:**City Flinders.

**About this course:**Victoria University is one of the world’s leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. The University has extended this expertise into the area of Business Analytics utilising SAP solutions. Accordingly Victoria University now offers Specialist Graduate

Certificate in Business Analytics. The Graduate Certificate in Business Analytics offers a pathway to postgraduate Business Analytics studies and is designed for those who already have a base of significant relevant professional experience but do not yet have a Bachelor's degree. It also provides an exit point for Business analytics students who cannot continue their studies. The Graduate Certificate provides breadth of study by establishing a foundation of Business Analytics-relevant units that build upon key business systems and processes. Students will be using business analytics techniques and SAP technology to solve information problems to allow effective complex decision making in response to contemporary business challenges.

**Course Objectives:** On successful completion of the program graduates should be able to:

- Review theoretical approaches and analyse their application to achieve effective Business Intelligence and Business Analytics Systems practice.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of authentic business problems in contemporary Business Intelligence and Business Analytics Systems.
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of Business Intelligence and Business Analytics and associated Information Systems in the support of complex problem solving and management decision making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.

**Careers:** Skills developed in this course will equip you for early career roles in Business Analytics and management positions related to this field.

**Course Duration:** 0.5 years

**Admission Requirements:** Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

#### COURSE STRUCTURE

To attain the Graduate Certificate in Business Analytics, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

	• 48 credit points (equivalent to 4 units) professional core units	
BC05501	Business Process Engineering	12
BC06007	Business Analytics	12
BC06603	Enterprise Resource Planning Systems	12
BC06604	Customer Relationship Management	12

#### Graduate Certificate in Enterprise and Resource Planning Systems

**Course Code:** BTEN

**Campus:** City Flinders.

**About this course:** Victoria University is one of the world's leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. It offers Specialist Graduate Certificate units. Victoria University is one of the world's leading institutions in ERP systems (SAP) education as recognised by industry, SAP and academia. The University has strong links with the ERP industry and offers a comprehensive ERP curriculum including SAP process or module delivery, SAP technical and configuration development and SAP/ERP application packages. The Specialist Graduate Certificate focuses on the main SAP processes including; production planning, materials management, sales & distribution, accounting and human resources. It also covers process engineering and SAP reporting through business analytics. The elective unit allows further exploration of SAP application packages.

**Course Objectives:** On successful completion of the program graduates should be able to;

- Review conceptual frameworks and analyse their application to achieve effective Enterprise Systems practice;
- Interpret and justify practical ERP concepts and related knowledge to think critically in the resolution of business problems in contemporary Enterprise Systems;
- Critically apply cross disciplinary knowledge in creative decision making;
- Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges;
- Evaluate the effectiveness of Enterprise and associated Information Systems in the support of complex management decision making;
- Effectively communicate complex knowledge and ideas to a variety of audiences;
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in socially responsible manner.

**Careers:** Career Outcomes :The Graduate Certificate is designed to appeal to a wide span of disciplines. The traditional IT/IS fields have evolved with the rapid deployment of ERP suites that now encompass all functions in large organisations. The course provides several opportunities for applicants;



- The technology Bachelors graduate (Information Technology/Information Systems /CompScience) who wishes to gain a foothold in corporate ERP/SAP organisations,
- The technology analyst who wishes to transition to a business analyst role,
- The business analyst (Non SAP organisation) who wishes to transition to an SAP based organisation, and,
- The business person (SAP organisation) who wishes to obtain career advancement via an SAP role.

**Course Duration:** 0.5 years

**Admission Requirements Mature Age:** To qualify for admission to the course, applicants must have completed one of the following: • A Bachelors degree (AQF 7) in a Business related field (such as, Information Technology, Information Systems, Business) OR • A Bachelors Degree (AQF 7) in a different field

**Admission Requirements Other:** Applicants with an undergraduate degree (AQF 7) in another field are directed to the 2 year Master of Business (Enterprise Resource Planning System) course.

#### COURSE STRUCTURE

The Graduate Certificate in Enterprise Resource Planning Systems is a 48 credit points (4 unit) course.

- Three core units, BCO6603, BCO5501, BCO6007
- One Elective unit from the College of Business Postgraduate courses.

Year 1, Semester 1

BCO6603	Enterprise Resource Planning Systems	12
BCO5501	Business Process Engineering	12
BCO6007	Business Analytics	12

One Elective (12 credit points) from the College of Business Postgraduate Courses (subject to availability)

#### Graduate Certificate in Finance

**Course Code:** BTFF

**Campus:** City Flinders.

**About this course:** The Graduate Certificate in Finance is an academically focussed and professionally relevant course for those with a finance related academic background. The course develops conceptual knowledge and technical skills in finance, with a global perspective on understanding the operation of financial markets. This is complemented with skills development focusing on critical thinking, problem solving, creativity and communication. The course assists students to become capable, responsible and ethical practitioners in the rapidly changing financial services industry.

**Course Objectives:** On successful completion of the program graduates should be able to:

- Review theoretical approaches and analyse their application to achieve effective finance practice.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of authentic business problems in contemporary financial practice.
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement and financial decision making in response to contemporary complex problems and future business challenges.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
- Plan and organise self and others to achieve goals in work and learning

**Careers:** Career options include management-level positions in financial institutions or government.

**Course Duration:** 0.5 years

**Admission Requirements:** Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

#### COURSE STRUCTURE

To attain the Graduate Certificate in Finance, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points (4) Professional Core units.

BA05534	Business Finance	12
BA05573	International Financial Management	12
BA05734	Financial Analysis	12
BA05746	Credit and Lending Management	12

#### Graduate Certificate in Industrial Relations and Human Resource Management

**Course Code:** BTIH

**Campus:** City Flinders.

**About this course:** The Graduate Certificate in Industrial Relations and Human Resource Management is designed to upgrade skills and knowledge of industrial relation and human resource issues. It is an academically rigorous and professionally relevant course in human resource management. There are a range of assessment tasks that focus on critical thinking, problem solving and creativity. Graduates may further their postgraduate studies by applying for admission into the Master of Industrial Relations and Human Resource Management.

**Course Objectives:** On successful completion of this course, graduates will be able to:

- Review theoretical approaches and analyse their application to achieve effective human resource practice.
- Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of business problems in contemporary IR/HR industry, business and community settings.
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
- Evaluate the effectiveness of IR/HR practices in the support of complex problem solving and management decision making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.

**Careers:** • Human resources consultants • Human resources managers

**Course Duration:** 0.5 years

**Admission Requirements:** Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

## COURSE STRUCTURE

To attain the Graduate Certificate in Industrial Relations and Human Resource Management, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points of Professional Core studies (equivalent to 4 units)

BLO5513	Law of Employment	12
BMO5544	Industrial Relations	12
BMO5550	Contemporary Employment Systems	12
BMO5564	Human Resource Management	12

## Graduate Certificate in Marketing

**Course Code:** BTKM

**Campus:** City Flinders.

**About this course:** Effective marketing practices have drastically changed in recent years. In the face of a digital revolution and a changing marketing environment, you must decide which marketing practices to adopt in order to compete and succeed. Students in the program acquire applied marketing principles, techniques and frameworks necessary to analyse marketplace strategies and develop effective integrated strategic marketing plans to effectively improve the organizations marketing objectives. The graduate certificate program provides an entry pathway to a qualification in marketing for those with extensive work experience but no bachelor's degree. Units completed in this graduate certificate are transferable towards the Masters of Marketing degree.

**Course Objectives:** On successful completion of the programme, graduates will be able to:

- Apply marketing principles, practices and frameworks in diverse contexts and applications using creative and critical thinking.
- Critically apply cross-disciplinary knowledge in decision making with creativity for dynamic marketplace contexts and challenges.
- Demonstrate critical and innovative thinking to evaluate product development and branding perspectives to improve business outcomes.
- Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to design effective marketing campaigns and strategies.
- Critically analyse theoretical perspectives associated with consumer decision making including how organizations can better deliver value to their customers and stakeholders and apply to current practice.
- Communicate skilfully to a variety of audiences and collaborate as an effective member or leader of a diverse team while utilising Marketing tools and practices.

**Careers:** • marketing or product manager • brand manager • sales director  
• campaign director • marketing or brand consultant

**Course Duration:** 0.5 years

**Admission Requirements:** Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International

English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

#### COURSE STRUCTURE

To attain the award of Graduate Certificate in Marketing students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points (equivalent to 4 units) professional core units

BH05503	Marketing Communication	12
BH05574	Consumer Behaviour	12
BH06001	Digital Marketing	12
BMO5501	Business Ethics and Sustainability	12

#### Graduate Certificate in Management

**Course Code:**BTMM

**Campus:**City Flinders.

**About this course:**VU's Graduate Certificate in Management provides a strong foundation in organisational management for those wanting to gain a specialist postgraduate qualification to support their career development. The course is also designed as an entry point for those with hands-on management experience without an undergraduate degree to undertake Masters level studies. The course offers a direct pathway to post graduate diploma in Management or into the Master of Management.

**Course Objectives:**On successful completion of this course, working independently or in collaborative groups, graduates of the course will be able to:

- Review theoretical approaches and analyse their application to achieve effective management strategies.
- Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to contemporary business settings.
- Critically apply cross-disciplinary knowledge in decision making for management contexts.
- Demonstrate independent judgements in response to contemporary and future professional management challenges.
- Work as a reflective management practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making.
- Effectively communicate complex knowledge and ideas to a variety of audiences.
- senior management positions
- generalist or specialist managers
- project managers

**Careers:**

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**Course Duration:**0.5 years

**Admission Requirements:**Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:**In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:**In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

#### COURSE STRUCTURE

To attain the Graduate Certificate in Management, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points (equivalent to 4 units) professional core units

BMO5572	Strategic Human Resource Management	12
BMO5602	Business Project Management	12
BMO6511	Strategic Management and Business Policy	12
BMO6624	Organisation Change Management	12

#### Graduate Certificate in Organisational Change Management

**Course Code:**BTOC

**Campus:**City Flinders.

**About this course:**Graduate Certificate in Organisation Change Management is specifically designed for change professionals to explore and become a reflective change leader who can drive change using creative and innovative thinking. The program aims to provide students with the opportunity to critically evaluate and reflect on their understanding of change and leadership and to build and strengthen the capabilities required of a change professional by questioning, reflecting, learning and adopting to new ways of thinking about change management. This course is designed with industry professionals to fill the qualification gap and is run in collaboration with industry professionals who will also teach on the program. This is a semester long program that will be run on a one week burst mode which will provide flexibility to students to plan their leave around their study. The course is designed as a pathway to entry into Graduate Diploma in OCM and Master of Change, Innovation and Leadership. However, students can take the Graduate Certificate in OCM as a stand-alone course.

**Course Objectives:**On successful completion of this course students will be able to:

- Critically reflect upon theoretical approaches and analyse their application to achieve effective change strategies.

- Develop judgement to make effective decisions about organisational change — even when faced with imperfect or insufficient information
- Assess and manage organisational culture, diagnose problems, and implement cultural change
- Critically apply cross-disciplinary knowledge in decision making with creativity for innovation and change management contexts.
- Work as a reflective leader and change practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making.
- Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
- Lead Change
- Senior Change Manager
- Change Manager
- Change and Communications Manager
- Senior Change Analysts
- Change Analysts
- Change Communications Analysts
- Change Consultants
- Organisational Development & Change Consultants

**Careers:** Graduates are encouraged to progress to the Masters of Change, Innovation and Leadership.

**Course Duration:** 0.5 years

**Admission Requirements:** Successful completion of a recognized Bachelor/Honours Degree or equivalent qualification (AQF 7) and a minimum 3 years managerial or professional experience.

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, ten years professional work experience in a supervisory, consulting or managerial role as approved by the College.

#### COURSE STRUCTURE

To attain the Graduate Certificate in Organisational Change Management, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points (equivalent to 4 units) professional core units

BA05734	Financial Analysis	12
BMO6511	Strategic Management and Business Policy	12
BMO6624	Organisation Change Management	12
BMO7000	Advanced Organisational Behaviour	12

#### Graduate Certificate in Business Administration

**Course Code:** BTPF

**Campus:** City Flinders.

**About this course:** VU's Graduate Certificate in Business Administration provides the foundation level for people seeking careers and qualifications in business and

management. The program is also suited for managers qualified in other disciplines. This Graduate certificate, containing the four basic units of Business Administration, offers a pathway to post-graduate diploma in Business Administration or into the Master of Business Administration (MBA).

**Course Objectives:** On successful completion of this course students will be able to:

- Review theoretical approaches and analyse their application to achieve effective business strategies.
- Justify and interpret theoretical propositions and related knowledge to think critically in the resolution of business problems and recommend actions relevant to contemporary business settings.
- Critically apply cross disciplinary knowledge in creative decision making.
- Demonstrate independent judgement in a range of business functions in response to contemporary and future professional challenges.
- Effectively communicate complex knowledge and ideas to a variety of audiences.

**Careers:** The Graduate Certificate in Business Administration equips you with understanding the fundamentals of organisations management and developing analytical skills necessary for making reliable business decisions. Graduates can use it as a pathway to further study, and to various early career positions in the broad field of business administration.

**Course Duration:** 0.5 years

**Admission Requirements:** Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

#### COURSE STRUCTURE

To attain the Graduate Certificate in Business Administration, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points (equivalent to 4 units) professional core units

BA05734	Financial Analysis	12
BHO6505	Marketing Management	12
BMO5501	Business Ethics and Sustainability	12

## Graduate Certificate in Supply Chain Management

**Course Code:**BTSP

**Campus:**City Flinders.

**About this course:**The Graduate Certificate in Supply Chain Management provides an alternative admissions pathway into the Master of Supply Chain Management for those unable to enrol directly into that course. Graduates will have a body of knowledge that includes the understanding of recent developments in the supply chain management discipline. The Graduate Certificate is nested within the broader Master of Supply Chain Management and it also provides a pathway to Victoria University's highly regarded MBA. The Graduate Certificate establishes a starting point for expansion of supply chain management-related knowledge and skills for professional or highly skilled work that is required for subsequent postgraduate study and for more senior leadership positions in the field. At a professional level the course will benefit those who wish to advance in the rapidly growing fields of logistics and supply chain management. This specialisation will be supplemented by professional considerations of the more general business context of supply chain management and related contemporary challenges.

**Course Objectives:**On successful completion of the Graduate Certificate in Supply Chain Management course graduates will be able to:

- Synthesise and critically review knowledge about business systems relevant to supply chain practices to make independent technical recommendations;
- Analyse and evaluate literature applicable to established supply chain theories, and to emerging situations and challenges in contemporary supply chain situations;
- Resolve complex problems related to, the ways in which networks of interconnected businesses collaborate to make, and deliver, products and services for global markets;
- Effectively communicate complex supply chain management knowledge and ideas to a variety of audiences; and
- Critically evaluate a range of activities that constitute the supply chain management discipline in an international context.

**Careers:**Graduates may find careers in management-level positions in purchasing, supply, logistics, distribution, procurement and warehousing. Graduates are encouraged to progress to the Master in Supply Chain Management.

**Course Duration:**0.5 years

**Admission Requirements:**Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:**In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:**In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role in business, logistics or supply chain management as approved by the College.

### COURSE STRUCTURE

To attain the Graduate Certificate in Supply Chain Management, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points (equivalent to 4 units) of professional core units

BE05305	International Supply Chain Structure	12
BMO5574	Supply Chain and Logistics Management	12
BMO5576	Operations and Logistics Strategy	12
BMO6508	Operations Management	12

## Graduate Certificate in Tourism and Destination Management

**Course Code:**BTTD

**Campus:**City Flinders.

**About this course:**The Graduate Certificate of Tourism and Destination Management offers a post graduate qualification that will equip graduates for a range of roles within the rapidly growing tourism and events sectors. The course will appeal to those who wish to build on their qualifications and experience to transition to tourism related employment through the completion of four specialised tourism management units that focus on addressing contemporary issues and challenges faced by destinations internationally. Embedded within an established suite of business programs, including Victoria University's internationally awarded MBA, the Graduate Certificate of Tourism and Destination prepares graduates to professionally engage with contemporary and emerging industry issues within the visitor economy as well as the opportunity to continue further study of the Graduate Diploma or Master of Tourism and Destination Management. In completing this course, students will have attained specific insight into tourism and event policy development, gained professional networks and have the capability of becoming future tourism industry leaders.

**Course Objectives:**On successful completion of the Graduate Certificate of Tourism and Destination Management course, graduates will be able to:

- Review and apply theoretical approaches for effective management decision-making in tourism and destination management practice;
- Appraise the economic, legal and political context within which destinations operate, contribute to creative implementation of sustainable practices and risk minimising strategies in contemporary settings;
- Collaborate within teams to apply creative solutions for industry, government and community stakeholders, integrating complex knowledge and ideas effectively to achieve shared goals;
- Contribute to the resolution of complex professional and industry problems and inform management decision making by applying cognitive, creative and reflective skills to collect, analyse and synthesise data and information to generate, implement and evaluate solutions;

- Communicate effectively with a variety of audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders;
- Demonstrate professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner.
- Tourism planning agencies;
- Tourism promotion agencies such as 'Destination Melbourne';
- Managers of attractions;
- Marketing and communication roles (events);
- Planners within the travel sector (airlines and other major transport providers);
- Self-employment through tourism management businesses.

**Careers:**

**Course Duration:** 0.5 years

**Admission Requirements:** Successful completion of a cognate (similar discipline) Bachelor/Honours Degree; OR Successful completion of a non-cognate (any discipline) Bachelor/Honours Degree and four years full-time work experience post-graduation including at least 2 of the 4 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**Admission Requirements International:** In addition to satisfying the Bachelor/Honours Degree or Mature Age admission requirements, International Students must provide evidence of proficiency in the English language as demonstrated by: International English Language Testing System or its equivalent - overall score of 6.5 and no individual band score less than 6.

**Admission Requirements Mature Age:** In the absence of a Bachelor/Honours Degree, 7 years full-time work experience including at least 3 of the 7 years full-time work experience gained while working in a dedicated supervisory/management role as approved by the College.

**COURSE STRUCTURE**

To attain the Graduate Certificate in Tourism and Destination Management, students will be required to complete 48 credit points (equivalent to 4 units) consisting of:

- 48 credit points (equivalent to 4 units) professional core units

BTD6001	Tourism and Events: Core Concepts and Theory	12
BTD6002	Cross-cultural Dimensions of Destination Management	12
BTD6003	Managing the Visitor Experience	12
BTD7002	Emerging Trends in Tourism and Destination Management	12

# SPECIALISATIONS

## BMAACT Accounting

**Locations:**Footscray Park, VU Sydney

After developing a solid grounding in business in your first year, customise your degree with a major in Accounting. By completing all units in this major, you are eligible for admission into the CPA Program. Students wanting to be eligible for the Chartered Accountants Australia and New Zealand Program must also complete Taxation Law and Practice and Auditing as part of their undergraduate course. Graduates with an Accounting major can gain employment in accounting practices, medium and large corporations, the public sector and not-for-profit organisations.

### Major Studies

BAO2000	Accounting Information Systems	12
BAO2001	Corporate Finance	12
BAO2202	Financial Accounting	12
BAO2203	Corporate Accounting	12
BAO2204	Management Accounting	12
BLO2205	Corporate Law	12

### Capstone Units

BAO3309	Advanced Financial Accounting	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMAAPF Applied Finance

**Locations:**City Flinders

This major provides an integrated set of units in Applied Finance. It builds on the minor in Applied Finance and deepens students understanding of contemporary challenges facing financial managers with respect to high level decision making in a real world business context. Students will develop a solid foundation in core business disciplines underpinned by specialised studies in applied financial analysis, within the context of globalised financial markets. For instance, students will determine the valuation and selection of debt and equity securities for institutional equity portfolios as well as be able to construct and manage a diversified institutional portfolio. Furthermore students will examine the integrity and sustainability of financial markets and view decision making from an ethical and responsible global professional perspective. In addition, students will engage with important ethical principles and develop appropriate professional conduct towards clients, employers, and community. The degree will assist in launching your career while preparing you for future managerial roles. In this course you may select an overseas study tour, industry placement, and take part in a mentoring program. Bachelor of Commerce (Applied Finance) has been accepted into the Chartered Financial Analyst (CFA)

Institute University Recognition Program. This status is granted to institutions whose degree program(s) incorporate at least 70% of the CFA Program Candidate Body of Knowledge (CBOK), which provide students with a solid grounding in the CBOK and positions them well to sit for the CFA exams.

BBC1001	Business and Finance Ethics	12
BAO2202	Financial Accounting	12
BAO2203	Corporate Accounting	12
BAO2441	Personal Financial Planning	12
BBC2001	Financial Econometrics	12
BBC3001	Valuation of Securities	12
BBC3002	Portfolio Management	12
BLO3405	Law of Financial Institutions and Securities	12

## BMABKF Banking and Finance

**Locations:**City Flinders

After developing a solid grounding in business in your first year, customise your degree with a major in Banking and Finance. Launch your career in banking and financial services, funds management, treasury and financial markets, and wealth management. The Bachelor of Business with a major in Banking and Finance will develop your understanding of the financial institutions, financial instruments and markets of the financial services sector. In this course you will also be able to undertake units of study that will provide you with knowledge in areas of financial markets, management of financial institutions, and investment management.

### Major Studies

BE02000	Financial Institutions and Monetary Theory	12
BE02001	Commercial Banking and Finance	12
BAO2001	Corporate Finance	12
BAO3402	International Banking and Finance	12
BAO3404	Credit and Lending Decisions	12
BLO3405	Law of Financial Institutions and Securities	12

### Capstone Units

BAO3403	Investment and Portfolio Management	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMAEVT Event Management

**Locations:**Footscray Park

After developing a solid grounding in business in your first year, customise your degree with a major in Event Management. This major provides a set of integrated units to develop a theoretical and practical understanding of the events sector. It builds on the minor in Events Management to equip students with the knowledge and skills to be successful in the planning, management, implementation and evaluation of event services and experiences. Graduates will be equipped with the skills and knowledge to enter the events sector after undertaking a range of studies that will allow them to apply both theoretical and operational knowledge whilst acting with integrity. The major includes capstone units that provide students with the opportunity to draw on their prior learning in the course and further develop the capacity to apply this learning in new contexts. Strong connections exist to the events industry, offering volunteering, working and networking opportunities to assist students in getting a head start. The Bachelor of Business with a major in Events Management has for over 15 years produced industry leading graduates who have honed solid business and operational skills, and real-life working experience gained through a mandatory work-integrated learning unit.

### Major Studies

BHO2000	Event Operations	12
BHO2301	Sustainable Operations	12
BHO2422	Event Creation and Design	12
BHO2432	Introduction to Events	12
BBB3100	Business Integrated Learning	12
BHO3421	Business Events	12

### Capstone Units

BHO3406	Live Performance Management	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMAFNR Financial Risk Management

**Locations:**City Flinders

After developing a solid grounding in business in your first year, customise your degree with a major in Financial Risk Management. This major allows you to start your career in financial planning and financial risk management in any modern financial services industry. The recent financial crises, global and regional, have highlighted the need for higher level thoughtful planning which is essential for the long term sustainability of the financial sector, and this course will expose you to the knowledge and skills necessary to meet the challenges. If you, however, choose to build a career in the Australian financial sector, or in the neighbouring region, studying in Australia will be a definite advantage because completing the full course equips you with the practical knowledge in the areas of financial planning, risk

management and insurance, investment and portfolio management, taxation law, superannuation, and estate planning.

### Major Studies

BAO2001	Corporate Finance	12
BE02255	Applied Statistics for Business	12
BE02401	Risk Management and Insurance	12
BLO2206	Taxation Law and Practice	12
BA03000	Personal Financial Planning	12
BE03000	Risk Management Models	12

### Capstone Units

BA03403	Investment and Portfolio Management	12
BPD3100	Applied Business Challenge	12

OR

BPD2100	International Business Challenge	12
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Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMAHRM Human Resource Management

**Locations:**Footscray Park

After developing a solid grounding in business in your first year, customise your degree with a major in Human Resource Management. This specialised HRM program provides graduates with the capabilities to apply to a variety of career options as a HR professional. The course aims to prepare students to meet standards of professional excellence with knowledge and skills that are recognised in Australia and overseas. The HRM course combines theory with practical application to be relevant and linked in to the everyday work environment. Graduates will be ready to work in human resource management, employee or industrial relations, information systems, recruitment and training. This industry-focused major has professional recognition by the Australian Human Resource Institute (AHRI). Students are encouraged to apply for internships in organisations. This course will provide you with hands on experience, enable you to demonstrate relevant work experience, and make you a competitive job seeker in the HR profession.

### Major Studies

BMO2000	Human Resource Management	12
BMO2001	International Human Resource Management	12
BMO2003	Human Resource Development	12
BLO2207	Employment Law	12
BMO3323	Employee Relations Management	12
BMO3420	Human Resource Information Systems	12



## Capstone Units

BMO3353	Changing Context of Work	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMAIBU International Business

**Locations:** City Flinders

This major provides an integrated set of units in International Business. Multinational enterprises with production or operations spread across numerous regions, and even those operating domestically in trade exposed industries, need talented and culturally sensitive individuals to effectively operate and further develop their business. The International Business major provides an international focus to a graduates' business career and enables them to analyse international markets, navigate diverse international business environments, and nurture the personal attributes required to be successful in international business and working effectively in cross-cultural teams. The curriculum focuses on the contemporary practice of business and operations across international territories. Graduates with a major in International Business will have a broad and coherent knowledge of international business concepts and practices, which will form the basis for independent lifelong learning. The International Business curriculum draws from a wide range of business disciplines such as international accounting, economics, finance, logistics, information systems, management and marketing. Graduates will develop high-level skills in business strategy and operations, problem solving, strategic planning and implementation, all of which are essential in preparing you for a career in international business.

BE01252	International Business Context	12
BBC2005	Doing Business in China	12
BE02500	Contemporary Global Issues	12
BBC3004	Green Economy	12
BBC3005	China in the World Economy	12
BE03378	International Economics and Finance	12
BE03600	International Business Strategy	12
BMO3123	Integrated Supply Chain Management	12

## BMAIHM International Hospitality Management

**Locations:** Footscray Park

After developing a solid grounding in business in your first year, customise your degree with a major in International Hospitality Management. Expand your hospitality career options with a major in International Hospitality Management. Gain insights into product and service development innovation, and how to deal with stakeholders from various cultural backgrounds. Through this major, you will acquire up-to-date knowledge of key industry trends and issues, and an understanding of the major operational, managerial and strategic areas of the hospitality industry. You will

also benefit from a practical work-integrated learning unit, allowing you to apply new skills in a real work environment.

## Major Studies

BH02001	Food and Beverage Management	12
BH02002	International Human Relations	12
BH02287	Room Division Management	12
BH02434	Consumer Behaviour	12
BBB3100	Business Integrated Learning	12
BH03434	International Hospitality Operations Management	12

## Capstone Units

BH03312	Revenue Management	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMAISM Information Systems Management

**Locations:** Footscray Park, VU Sydney

After developing a solid grounding in business in your first year, customise your degree with a major in Information Systems Management. Get your career in Information Systems off to a flying start with a major in Information Systems Management. This major provides the fundamental concepts, knowledge and skills required to facilitate a career in business analysis, project management or data management in a global economy. It prepares you to support the strategic use of information systems to facilitate decision making within an organisation. You will examine information systems analysis, modelling, development, management techniques and approaches and apply your learning to develop and deliver an information systems project.

## Major Studies

BC02000	Business Process Modelling	12
BC02001	Programming Business Applications	12
BC02041	Systems Analysis and Design	12
BC02149	Database Systems	12
BC03442	Information Ethics and Management	12
BC03446	Project Management	12

## Capstone Units

BCO3447	Information Systems Project	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

### **BMAITD International Trade**

**Locations:**City Flinders

After developing a solid grounding in business in your first year, customise your degree with a major in International Trade. In the Bachelor of Business International Trade major you will examine strategies on enhancing overall trade and investment, enabling you to manage projects and make decisions that facilitate trade between Australia and other countries. International Trade graduates will be able to analyse international markets and propose incentives, policies, interventions, entry strategies and harmonisation standards to firms, educational institutions, governments or other bodies.

#### Major Studies

BE02002	International Business Context	12
BE02003	International Economics and Finance	12
BE02004	International Trade Practices	12
BE02264	Microeconomic Analysis	12
BH03373	International Marketing	12
BE03430	International Economic Analysis	12

#### Capstone Units

BE03432	Strategic International Trade Operations	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

### **BMAITM International Tourism Management**

**Locations:**Footscray Park

After developing a solid grounding in business in your first year, customise your degree with a major in International Tourism Management. Equip yourself with the skills and knowledge to develop, operate, manage and market sustainable tourism businesses and destinations with the International Tourism Management major. Gain the theoretical and practical knowledge required to design and deliver international tourism products and experiences, and to apply effective business management techniques to the operation of international tourism enterprises. You will learn about current trends and issues facing the international tourism industry, the meaning and

practice of international tourism planning and sustainable destination management, and project methodologies and investigation techniques to better understand and solve problems facing international tourism organisations. You will also benefit from a practical work-integrated learning unit allowing you to apply new skills in a real work environment.

#### Major Studies

BH02004	Introduction to Tourism	12
BH02193	Tourism Product Design and Delivery	12
BH02255	Tourism Enterprise Management	12
BH02301	Sustainable Operations	12
BH03499	Managing Sustainable Destinations	12
BH03507	International Trends and Issues	12

#### Capstone Units

BBB3100	Business Integrated Learning	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

### **BMAMI Management and Innovation**

**Locations:**Footscray Park

After developing a solid grounding in business in your first year, customise your degree with a major in Management and Innovation. This major provides you progressive and integrated learning in Management & Innovation. Students will learn management and innovation techniques and strategies and gain skills to be a strong business leader. You will be exposed to the changing dynamics of the global business world. Our classes are mostly conducted based on enquiry-based learning and discursive conversations to engage with you in scholarly and contemporary views in business. To compete in the enterprising business world, this Management & Innovation major will set you into the future of the global business world.

#### Major Studies

BM02002	Strategic Management	12
BM02004	Business Ethics	12
BM02005	Innovation and Entrepreneurship	12
BM03000	Knowledge Management Practices for Innovative Organisation	12
BM03001	Entrepreneurial Business Issues	12
BM03352	International Management	12

## Capstone Units

BMO3332	Managing Organisational Change	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMAMRK Marketing

**Locations:** Footscray Park, VU Sydney

After developing a solid grounding in business in your first year, customise your degree with a major in Marketing. Launch your marketing career with Marketing major. Learn about marketing theories and how to implement practical marketing solutions. You will gain an in-depth understanding of customer needs in the marketplace and be well equipped to pursue a career in marketing management in large and medium corporations, or consulting roles in marketing research or advertising agencies.

### Major Studies

BH02259	Product and Services Innovations	12
BH02265	Integrated Marketing Communications	12
BH02285	Marketing Research	12
BH02434	Consumer Behaviour	12
BH03373	International Marketing	12
BH03439	Marketing Services and Experiences	12

### Capstone Units

BH03435	Marketing Planning and Strategy	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMAMUS Music Industry

**Locations:** Footscray Park

After developing a solid grounding in business in your first year, customise your degree with a major in Music Industry. This major provides a solid understanding of the real business of music. It builds on the minor in Music Industry and develops students' competencies in planning, promotion and production of music in a variety of forms, locations, styles and scale. Students will learn to implement music events, arrange and negotiate deals, manage artists and gain a full understanding of the nature of music copyrights in an international context. The major includes capstone

units, which provide students with the opportunity to draw on their learning in their major, and develop the capacity to apply this learning in new contexts. Strong connections with current industry participants offer networking opportunities to foster business relationships to help students get a head start. The Bachelor of Business with a major in Music Industry is widely recognised for producing graduates with business acumen and entrepreneurial flair.

### Major Studies

BE02403	Introduction to Music Business	12
BH02402	Music Industry Management	12
BLO2401	Music Industry Law	12
BE03404	International Aspects of the Music Industry	12
BH03406	Live Performance Management	12
BH03439	Marketing Services and Experiences	12

### Capstone Units

BE03408	Music Publishing and Recording	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

## BMASCL Supply Chain and Logistics Management

**Locations:** City Flinders

After developing a solid grounding in business in your first year, customise your degree with a major in Supply Chain and Logistics Management. Examine all aspects and issues of logistics in a sustainable supply chain, specifically purchasing and procurement of materials, inventory flow and control, storage and material handling in warehousing, economics of mode of transport, and distribution and shipment. This industry-focused major has professional recognition by the Chartered Institute of Logistics and Transport (CILTA). Graduates of the Bachelor of Business with a major in Supply Chain and Logistics Management are eligible to apply for membership, however, it should be noted that it is not compulsory to join CILTA in order to work in the profession or associated fields.

### Major Studies

BMO2181	Operations Management	12
BMO2201	Distribution Management	12
BMO2202	Purchasing and Supply Management	12
BMO2203	E-Supply Chain Management	12
BMO3123	Integrated Supply Chain Management	12

BMO3418	Transport and Logistics Management	12
Capstone Units		
BMO3419	Supply Chain Analytics	12
BPD3100	Applied Business Challenge	12
OR		
BPD2100	International Business Challenge	12

Students undertaking this as a second major are required to complete BPD2100 International Business Challenge instead of BPD3100 Applied Business Challenge.

### BMIACCT Accounting

**Locations:** Footscray Park, VU Sydney, City Flinders

This minor provides an integrated set of units in Accounting. Students will undertake:

a) Accounting Information Systems where they explore some theories and practices of [manual] recording and reporting of financial information in Australia within the context of a historical cost accounting system, including an understanding of the legal, professional and conceptual frameworks within which the accounting professional operate; b) Financial Accounting where they apply accounting concepts and accounting standards to measure, recognise, classify and disclose specific business transactions and other accounting information; c) Corporate Accounting where they learn the structure underlying corporate reporting designed to give the financial report user useful information on which to make economic decisions; and d) Management Accounting where they will be equipped with the specialist knowledge relevant technical skills to address these challenges the multi-faceted challenges facing the function of management accounting in contemporary organisations.

BA02000	Accounting Information Systems	12
BA02202	Financial Accounting	12
BA02203	Corporate Accounting	12
BA02204	Management Accounting	12

### BMIAPF Applied Finance

**Locations:** City Flinders

This minor provides an integrated set of units in Applied Finance. It covers disciplinary knowledge of high level decision making in a business context exploring quantitative and fundamental analysis techniques using real world financial data. Students will develop their skills in determining valuation and selection of debt and equity securities for institutional equity portfolios as well their ability to construct and manage a diversified institutional portfolio.

BBC1001	Business and Finance Ethics	12
BA02202	Financial Accounting	12
BBC3001	Valuation of Securities	12
BBC3002	Portfolio Management	12

### BMIKBF Banking and Finance

**Locations:** Footscray Park, City Flinders

This minor provides students with knowledge in the applications of the quantitative

techniques and theoretical knowledge to make informed business decisions. Students will develop skills in applying quantitative techniques and the relevant theory to real life problems in relation to investment, financing and dividend decisions of private and public companies. Students will also gain an understanding of risk management, credit and lending decisions and workings financial institutions.

BE02000	Financial Institutions and Monetary Theory	12
BE02001	Commercial Banking and Finance	12
BA02001	Corporate Finance	12
BA03404	Credit and Lending Decisions	12

### BMIEVT Event Management

**Locations:** Footscray Park, City Flinders

This minor provides an integrated set of units in Events Management. Students will develop events management knowledge and skills enabling them to plan, organise, manage and evaluate a range of events. Students use a range of learning methods including access to specialised computer software providing them with both theoretical and practical knowledge and skills to enter this fast growing industry sector. With strong connections to the events industry students are able to benefit from real-life examples through case studies, seminars and guest lectures.

BH02000	Event Operations	12
BH02422	Event Creation and Design	12
BH02432	Introduction to Events	12
BH03421	Business Events	12

### BMIFNM Finance Mentoring

**Locations:** City Flinders

This minor provides Bachelor of Commerce (International Business) students with the perfect opportunity to relate what they have learnt in class to a practical setting. Students will be paired with an experienced professional who will provide guidance and leadership to help you get the most from your studies and future career. This minor also enables students to explore their workplace context via the BIL program. In addition, a short-term intensive study tour blends formal study with experiential learning spanning Sydney, Hong Kong and Shanghai or Sydney and New York or Sydney and London (depending on year of offer). The Study Tour is designed to enhance students' knowledge and appreciation of the international financial markets, institutions and instruments, as well as monetary systems.

BBC1001	Business and Finance Ethics	12
BA03402	International Banking and Finance	12
BBC3003	Bachelor of Commerce Study Tour	12
BMO3478	Workplace Mentoring Program	12

### BMIFNR Financial Risk Management

**Locations:** Footscray Park, City Flinders

This minor provides an integrated set of units in Financial Risk Management. It covers disciplinary knowledge in essential areas such as Financial Planning, Taxation Law, Risk Management and Insurance, and Risk Management Models. Students will

develop their skills in communication and critical analyses, and will learn the integral elements of managing and accounting for financial risk in a dynamic world. This knowledge will be consolidated through assessment tasks such as assignments with both individual completion and group collaboration, and virtual share market trading.

BE02401	Risk Management and Insurance	12
BLO2206	Taxation Law and Practice	12
BA03000	Personal Financial Planning	12
BE03000	Risk Management Models	12

### BMIFWI Finance Work Integrated Learning

**Locations:**City Flinders

This minor provides Bachelor of Commerce (International Business) students with practical experience. Students will be able to explore their workplace context by examining a typical organisational structure and identifying their individual role/s as an active member within the organisation as well as that organisations position within the respective profession and/or industry. In addition, a short-term intensive study tour blends formal study with experiential learning spanning Sydney, Hong Kong and Shanghai or Sydney and New York or Sydney and London (depending on year of offer). The Study Tour is designed to enhance students' knowledge and appreciation of the international financial markets, institutions and instruments, as well as monetary systems.

BBC1001	Business and Finance Ethics	12
BA03402	International Banking and Finance	12
BBC3003	Bachelor of Commerce Study Tour	12
BBB3100	Business Integrated Learning	12

### BMHRM Human Resource Management

**Locations:**Footscray Park, City Flinders

This HRM minor unit set includes Human Resource Management; International Human Resource Management; Human Resource Development; and Employee Relations Management. The HRM minor offers essential disciplinary knowledge, combining theory with practical application to be relevant to the everyday work environment. Students will engage in individual and group activities, oral presentations, written assessments and examinations to demonstrate their skills development in critical thinking and problem solving.

BMO2000	Human Resource Management	12
BMO2001	International Human Resource Management	12
BMO2003	Human Resource Development	12
BMO3323	Employee Relations Management	12

### BMIBM International Business Mentoring

**Locations:**City Flinders

This minor provides Bachelor of Commerce (Applied Finance) students with the perfect opportunity to relate what they have learnt in class to a practical setting. Students will be paired with an experienced professional who will provide guidance and leadership to help you get the most from your studies and future career. This

minor also enables students to explore their workplace context via the BIL program. In addition, a short-term intensive study tour blends formal study with experiential learning spanning Sydney, Hong Kong and Shanghai or Sydney and New York or Sydney and London (depending on year of offer). The Study Tour is designed to enhance students' knowledge and appreciation of the international financial markets, institutions and instruments, as well as monetary systems.

BE01252	International Business Context	12
BBC3005	China in the World Economy	12
BBC3003	Bachelor of Commerce Study Tour	12
BMO3478	Workplace Mentoring Program	12

### BMIBU International Business

**Locations:**City Flinders

This minor provides an integrated set of units in International Business. It covers broad and integrated knowledge of international business concepts and practices. Students will develop skills and knowledge in: international business operations and corporate strategy; economic, political and cultural environments; market entry strategies; international trade and finance; and, navigating the international regulatory environment. Assessment tasks across the minor include case studies, team-based projects, oral presentations, essays, and formal examinations.

BE01252	International Business Context	12
BE02500	Contemporary Global Issues	12
BE03378	International Economics and Finance	12
BE03600	International Business Strategy	12

### BMIBW International Business Work Integrated Learning

**Locations:**City Flinders

This minor provides Bachelor of Commerce (Applied Finance) students with practical experience. Students will be able to explore their workplace context by examining a typical organisational structure and identifying their individual role/s as an active member within the organisation as well as that organisations position within the respective profession and/or industry. In addition, a short-term intensive study tour blends formal study with experiential learning spanning Sydney, Hong Kong and Shanghai or Sydney and New York or Sydney and London (depending on year of offer). The Study Tour is designed to enhance students' knowledge and appreciation of the international financial markets, institutions and instruments, as well as monetary systems.

BE01252	International Business Context	12
BBC3005	China in the World Economy	12
BBC3003	Bachelor of Commerce Study Tour	12
BBB3100	Business Integrated Learning	12

### BMIEN International Engagement

**Locations:**City Flinders

This minor provides Bachelor of Business students with international experience. Students will have a broad understanding of the international business environment

essential to business decision-making. They will be able to expand their global perspective by critically analysing international business case studies and the challenges of globalisation. In addition, a short-term intensive study tour or field trip blends formal study with experiential learning.

BBC2005	Doing Business in China	12
BE02002	International Business Context	12
BPD2100	International Business Challenge	12
BE03433	Field Research Project	12

### **BMIHM International Hospitality Management**

**Locations:** Footscray Park, City Flinders

The Minor in International Hospitality Management, allows students to combine their business education with the opportunity of pursuing a career in the International Hotel and Hospitality Industries. The Minor in International Hospitality Management consists of the four units, Food and Beverage Management, Revenue Management, Rooms Division Management and International Hospitality Operations Management. This Minor, would complement several Majors, such as those in Accounting, Events Management, Human Resource Management, International Tourism Management and Marketing.

BHO2001	Food and Beverage Management	12
BHO2287	Room Division Management	12
BHO2434	Consumer Behaviour	12
BHO3434	International Hospitality Operations Management	12

### **BMIISM Information Systems Management**

**Locations:** Footscray Park, VU Sydney, City Flinders

This minor provides an integrated set of units in Information Systems. It covers disciplinary knowledge in Modeling of business or organisation processes, Programming with a focus on mobile development, Systems Analysis and Design using elements of both Object and Classical analysis, and Database Systems. These units cover many of the fundamental skills from the Australian Computer Society Core Body of Knowledge. Additionally, students will develop skills in oral communication, critical analysis and in the preparation of technical documents for senior management. Assessment tasks across the minor include group projects, formal examinations, written assignments and oral presentations.

BC02000	Business Process Modelling	12
BC02001	Programming Business Applications	12
BC02041	Systems Analysis and Design	12
BC02149	Database Systems	12

### **BMIITD International Trade**

**Locations:** Footscray Park, City Flinders

This minor provides an integrated set of units in International Trade. It covers disciplinary knowledge in International Trade with a focus on trade and investment patterns and their regulations, and it provides you with tools that enable you to

make decisions in the context of international markets. Assessment tasks include short exercises, group projects, essays and formal examinations.

BE02002	International Business Context	12
BE02003	International Economics and Finance	12
BE02004	International Trade Practices	12
BE03430	International Economic Analysis	12

### **BMITM International Tourism Management**

**Locations:** Footscray Park, City Flinders

This minor provides an integrated set of units in International Tourism Management. Students will be introduced to and examine tourist practices, the industry, destination management, and tourism business including designing and delivering tourism products. The minor prepares students for roles in various settings requiring a focus in tourism, management &/or marketing.

BHO2004	Introduction to Tourism	12
BHO2193	Tourism Product Design and Delivery	12
BHO2255	Tourism Enterprise Management	12
BHO3499	Managing Sustainable Destinations	12

### **BMIMAI Management and Innovation**

**Locations:** Footscray Park, City Flinders

This minor in Management & Innovation provides you an insight into the wide and varied entrepreneurial and management organisations and roles. You will be exposed to units such strategic management, innovation and entrepreneurship, business ethics, knowledge management for innovative organisations and managing organisational change. These units will provide you deep learning that will allow you the capacity to apply entrepreneurial approach to innovation in organisations or pursuing entrepreneurial ideas for commercialisation.

BMO2002	Strategic Management	12
BMO2004	Business Ethics	12
BMO2005	Innovation and Entrepreneurship	12
BMO3000	Knowledge Management Practices for Innovative Organisation	12

### **BMIMRK Marketing**

**Locations:** Footscray Park, VU Sydney, City Flinders

This minor provides an integrated set of units in Marketing. It covers disciplinary knowledge in Marketing theory and practice with a focus on understanding consumer behaviour, integrated marketing communications, issues related to the marketing of services and experiences and the challenges of formation and execution of marketing strategies. Students will develop skills in critical analysis and written communication in a variety of formats. Assessments include individual and group projects, oral presentations and formal examinations.

BHO2265	Integrated Marketing Communications	12
BHO2285	Marketing Research	12

BH02434	Consumer Behaviour	12
BH03439	Marketing Services and Experiences	12

### **BMIMUS Music Industry**

**Locations:**Footscray Park, City Flinders

This minor provides an integrated set of units in Music Industry. Students will develop business management knowledge and skills enabling them to communicate with participants within the music industry and beyond, and develop competencies in planning, promotion and production of music in a variety of forms, locations, styles and scale. Students will gain a broad understanding of the underlying principles of the music industries; learn the concepts and processes to become a business orientated music manager; learn the principles of copyright laws and contractual relationships, and discuss current issues and trends in the music industries. With strong connections with current industry participants, the Bachelor of Business with a minor in Music Industry provides student with a solid foundation to start a career in this dynamic industry.

BE02403	Introduction to Music Business	12
BH02402	Music Industry Management	12
BLO2401	Music Industry Law	12
BE03404	International Aspects of the Music Industry	12

### **BMISCL Supply Chain and Logistics Management**

**Locations:**Footscray Park, City Flinders

This minor provides a set of four units in logistics and supply chain management specialisation. It comprises of disciplinary knowledge on manufacturing and service operations; inbound and outbound distribution functions; knowledge and skills on logistics control in a global supply chain; and state-of-the art technology applications for information flow. This minor will help students with understanding of supply chain functionalities, strategy to control efficient and cost effective flow of goods and applications of technology to help integrate the supply chain system. Assessment tasks across the minor include learning activities including calculation-based individual assessment, group case study presentation and formal summative examination.

BMO2181	Operations Management	12
BMO2201	Distribution Management	12
BMO2203	E-Supply Chain Management	12
BMO3123	Integrated Supply Chain Management	12

### **BMIWEN Workplace Engagement**

**Locations:**City Flinders

This minor provides Bachelor of Business students with practical experience. Students will be able to explore their workplace context by examining a typical organisational structure and identifying their individual role/s as an active member within the organisation as well as that organisations position within the respective profession and/or industry. Prior approval/authorisation from the Work Integrated Learning Department must be received before students can enrol in BBB3001 and BBB3002.

BPD2100	International Business Challenge	12
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BBB3001	Co-Operative Education 1	12
BBB3002	Co-Operative Education 2	12
BMO3478	Workplace Mentoring Program	12

### **BSPACT Accounting**

**Locations:**Footscray Park, VU Sydney, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Accounting. By completing all units in this specialisation, you are eligible for admission into the CPA Program. Students wanting to be eligible for the Chartered Accountants Australia and New Zealand Program must also complete Taxation Law and Practice and Auditing as part of their undergraduate course. Graduates with this specialisation can gain employment in accounting practices, medium and large corporations, the public sector and not-for-profit organisations.

**Specialisation Requirements** Students are required to successfully complete 96 credit points (eight units of study).

BA01107	Accounting Information Systems	12
BA02202	Financial Accounting	12
BA02204	Management Accounting	12
BLO2205	Corporate Law	12
BA02203	Corporate Accounting	12
BA03307	Corporate Finance	12
BA03309	Advanced Financial Accounting	12
BPD3100	Applied Business Challenge	12

### **BSPBKF Banking and Finance**

**Locations:**Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Banking and Finance. Launch your career in banking and financial services, funds management, treasury and financial markets, and wealth management. The Bachelor of Business with a specialisation in Banking and Finance will develop your understanding of the financial institutions, financial instruments and markets of the financial services sector. In this course you will also be able to undertake units of study that will provide you with knowledge in areas of financial markets, management of financial institutions, and investment management.

**Specialisation Requirements** Students are required to successfully complete 96 credit points (eight units of study).

BA03307	Corporate Finance	12
BA03402	International Banking and Finance	12
BA03403	Investment and Portfolio Management	12
BA03404	Credit and Lending Decisions	12

BE03446	Financial Institutions and Monetary Theory	12
BE03447	Commercial Banking and Finance	12
BLO3405	Law of Financial Institutions and Securities	12
BPD3100	Applied Business Challenge	12

### BSPEVT Event Management

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Event Management. Gain the skills to design, plan, create, implement, manage, and market events of all shapes and sizes. You will examine the scope of the events industry, learn how to manage events in a sustainable manner, and evaluate event outcomes. Building on your capability to work independently and in team settings, the Bachelor of Business with a specialisation in Event Management will help you gain strong analytical, written, verbal and interpersonal skills. You will also benefit from a practical work-integrated learning unit, allowing you to apply new skills in a real work environment.

Specialisation Requirements Students are required to successfully complete 96 credit points (eight units of study). Further, it is compulsory for students to complete at least one Work Integrated Learning unit (BBB3100 Business Integrated Learning). There is the option of completing two Work Integrated Learning units (BBB3001 Co-operative Education 1 and BBB3002 Co-operative Education 2) in substitution for BBB3100 Business Integrated Learning and one Elective Unit. This option extends the duration of the course to 4 years. Students need to register on-line for Co-operative Education and be prepared to undertake the Work Integrated Learning/Co-operative Education Preparation Program in Year 2. (Contact the Centre in G348/FP for details and refer to the College Timetable).

BH02301	Sustainable Operations	12
BH02422	Event Creation and Design	12
BH02432	Introduction to Events	12
BH03406	Live Performance Management	12
BH03420	Event Operations	12
BH03421	Business Events	12
BBB3100	Business Integrated Learning	12
BPD3100	Applied Business Challenge	12

### BSPFNR Financial Risk Management

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Financial Risk Management. This specialisation allows you to start your career in financial planning and financial risk management in any modern financial services industry. The recent financial crises, global and regional, have highlighted the need for higher level thoughtful planning which is essential for the long term sustainability of the financial sector, and this course will expose you to the knowledge and skills necessary to meet the challenges. If you, however, choose to build a career in the Australian financial sector, or in the neighbouring region, studying in Australia will be a definite advantage because completing the full course

equips you with the practical knowledge in the areas of financial planning, risk management and insurance, investment and portfolio management, taxation law, superannuation, and estate planning.

Specialisation Requirements Students are required to successfully complete 96 credit points (eight units of study).

BA02441	Personal Financial Planning	12
BA03403	Investment and Portfolio Management	12
BE02401	Risk Management and Insurance	12
BE02431	Risk Management Models	12
BE02255	Applied Statistics for Business	12
BA03307	Corporate Finance	12
BLO2206	Taxation Law and Practice	12
BPD3100	Applied Business Challenge	12

### BSPHMR Human Resource Management

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Human Resource Management. This specialised HRM program provides graduates with the capabilities to apply to a variety of career options as a HR professional. The course aims to prepare students to meet standards of professional excellence with knowledge and skills that are recognised in Australia and overseas. The HRM course combines theory with practical application to be relevant and linked in to the everyday work environment. Graduates will be ready to work in human resource management, employee or industrial relations, information systems, recruitment and training. This industry-focused specialisation has professional recognition by the Australian Human Resource Institute (AHRI). Students are encouraged to apply for internships in organisations. This course will provide you with hands on experience, enable you to demonstrate relevant work experience, and make you a competitive job seeker in the HR profession.

Specialisation Requirements Students are required to successfully complete 96 credit points (eight units of study).

BMO3220	Human Resource Management	12
BMO3477	Human Resource Development	12
BMO3353	Changing Context of Work	12
BMO3321	International Human Resource Management	12
BMO3323	Employee Relations Management	12
BMO3420	Human Resource Information Systems	12
BLO2207	Employment Law	12
BPD3100	Applied Business Challenge	12



## BSPIMH International Hospitality Management

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in International Hospitality Management. Expand your hospitality career options with a specialisation in International Hospitality Management. Gain insights into product and service development innovation, and how to deal with stakeholders from various cultural backgrounds. Through this specialisation, you will acquire up-to-date knowledge of key industry trends and issues, and an understanding of the major operational, managerial and strategic areas of the hospitality industry. You will also benefit from a practical work-integrated learning unit, allowing you to apply new skills in a real work environment.

**Specialisation Requirements** Students are required to successfully complete 96 credit points (eight units of study). Further, it is compulsory for students to complete at least one Work Integrated Learning unit (BBB3100 Business Integrated Learning). There is the option of completing two Work Integrated Learning units (BBB3001 Co-operative Education 1 and BBB3002 Co-operative Education 2) in substitution for BBB3100 Business Integrated Learning and one Elective Unit. This option extends the duration of the course to 4 years. Students need to register on-line for Co-operative Education and be prepared to undertake the Work Integrated Learning/Co-operative Education Preparation Program in Year 2. (Contact the Centre in Footscray Park campus for details and refer to the College Timetable).

BH01123	Food and Beverage Management	12
BH02287	Room Division Management	12
BH02434	Consumer Behaviour	12
BH03312	Revenue Management	12
BH03434	International Hospitality Operations Management	12
BH03475	International Human Relations	12
BPD3100	Applied Business Challenge	12
BBB3100	Business Integrated Learning	12

## BSPIMS Information Systems Management

**Locations:** Footscray Park, VU Sydney, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Information Systems Management. Get your career in Information Systems off to a flying start with the Bachelor of Business with a specialisation in Information Systems Management. This specialisation provides the fundamental concepts, knowledge and skills required to facilitate a career in business analysis, project management or data management in a global economy. It prepares you to support the strategic use of information systems to facilitate decision making within an organisation. You will examine information systems analysis, modelling, development, management techniques and approaches and apply your learning to develop and deliver an information systems project.

**Specialisation Requirements** Students are required to successfully complete 96 credit points (eight units of study).

BC01049	Business Process Modelling	12
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BC01148	Programming Business Applications	12
BC02041	Systems Analysis and Design	12
BC02149	Database Systems	12
BC03442	Information Ethics and Management	12
BC03446	Project Management	12
BC03447	Information Systems Project	12
BPD3100	Applied Business Challenge	12

## BSPIMT International Tourism Management

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in International Tourism Management. Equip yourself with the skills and knowledge to develop, operate, manage and market sustainable tourism businesses and destinations with the International Tourism Management specialisation. Gain the theoretical and practical knowledge required to design and deliver international tourism products and experiences, and to apply effective business management techniques to the operation of international tourism enterprises. You will learn about current trends and issues facing the international tourism industry, the meaning and practice of international tourism planning and sustainable destination management, and project methodologies and investigation techniques to better understand and solve problems facing international tourism organisations. You will also benefit from a practical work-integrated learning unit allowing you to apply new skills in a real work environment.

**Specialisation Requirements** Students are required to successfully complete 96 credit points (eight units of study). There is the option of completing two Work Integrated Learning units (BBB3001 Co-operative Education 1 and BBB3002 Co-operative Education 2) in substitution for BBB3100 Business Integrated Learning and one Elective Unit. This option extends the duration of the course to 4 years. Further, it is compulsory for students to complete at least one Work Integrated Learning unit (BBB3100 Business Integrated Learning). Students need to register on-line for Co-operative Education and be prepared to undertake the Work Integrated Learning/Co-operative Education Preparation Program in Year 2. (Contact the Centre in Footscray Park Campus for details and refer to the College Timetable).

BH01190	Introduction to Tourism	12
BH02193	Tourism Product Design and Delivery	12
BH02255	Tourism Enterprise Management	12
BH02301	Sustainable Operations	12
BH03499	Managing Sustainable Destinations	12
BH03507	International Trends and Issues	12
BPD3100	Applied Business Challenge	12
BBB3100	Business Integrated Learning	12

## BSPI TD International Trade

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in International Trade. In the Bachelor of Business International Trade specialisation you will examine strategies on enhancing overall trade and investment, enabling you to manage projects and make decisions that facilitate trade between Australia and other countries. Graduates of this specialisation will be able to analyse international markets and propose incentives, policies, interventions, entry strategies and harmonisation standards to firms, educational institutions, governments or other bodies.

Specialisation Requirements Students are required to successfully complete 96 credit points (eight units of study).

BE01252	International Business Context	12
BE02264	Microeconomic Analysis	12
BH03373	International Marketing	12
BE03378	International Economics and Finance	12
BE03430	International Economic Analysis	12
BE03432	Strategic International Trade Operations	12
BE03517	International Trade Practices	12
BPD3100	Applied Business Challenge	12

The unit below is highly recommended as an elective unit for students undertaking the International Trade specialisation.

BE03391	Australasian Culture and Business Environment	12
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### **BSPMAI Management and Innovation**

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Management and Innovation. Gain a keen focus on important management concepts and functions with the Bachelor of Business Management specialisation. Study the theories, principles and processes of strategic management, operations management, change management, business ethics and organisational analysis. Develop career-ready skills in communication, negotiation, teamwork, problem-solving and strategic thinking.

Specialisation Requirements Students are required to successfully complete 96 credit points (eight units of study).

BMO2110	Knowledge Management Practices for Innovative Organisation	12
BMO3352	International Management	12
BMO3292	Business Ethics	12
BMO2183	Entrepreneurial Business Issues	12
BMO3332	Managing Organisational Change	12
BMO3422	Strategic Management	12
BMO3322	Innovation and Entrepreneurship	12

BPD3100	Applied Business Challenge	12
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### **BSPMRK Marketing**

**Locations:** Footscray Park, VU Sydney, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Marketing. Launch your marketing career with Marketing specialisation. Learn about marketing theories and how to implement practical marketing solutions. You will gain an in-depth understanding of customer needs in the marketplace and be well equipped to pursue a career in marketing management in large and medium corporations, or consulting roles in marketing research or advertising agencies.

Specialisation Requirements Students are required to successfully complete 96 credit points (eight units of study).

BH02259	Product and Services Innovations	12
BH02265	Integrated Marketing Communications	12
BH02285	Marketing Research	12
BH02434	Consumer Behaviour	12
BH03373	International Marketing	12
BH03435	Marketing Planning and Strategy	12
BH03439	Marketing Services and Experiences	12
BPD3100	Applied Business Challenge	12

### **BSPMUS Music Industry**

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Music Industry. Begin your career in the music industry with a solid understanding of the real business of music. You will learn to plan and promote music events, arrange and negotiate deals, and gain a full understanding of the nature of music copyrights. With strong connections with current industry participants, the Bachelor of Business with a specialisation in Music Industry is widely recognised for producing graduates with business acumen and entrepreneurial flair.

Specialisation Requirements Students are required to successfully complete 96 credit points (eight units of study).

BLO2401	Music Industry Law	12
BH02402	Music Industry Management	12
BE02403	Introduction to Music Business	12
BE03404	International Aspects of the Music Industry	12
BH03406	Live Performance Management	12
BE03408	Music Publishing and Recording	12
BH03439	Marketing Services and Experiences	12

### **BSPSCL Supply Chain and Logistics Management**

**Locations:** Footscray Park, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a specialisation in Supply Chain and Logistics Management. Examine all aspects and issues of logistics in a sustainable supply chain, specifically purchasing and procurement of materials, inventory flow and control, storage and material handling in warehousing, economics of mode of transport, and distribution and shipment. This industry-focused specialisation has professional recognition by the Chartered Institute of Logistics and and Transport. (CILTA). Graduates of the Bachelor of Business with a specialisation in Supply Chain and Logistics Management are eligible to apply for membership, however, it should be noted that it is not compulsory to join CILTA in order to work in the profession or associated fields.

Specialisation Requirements Students are required to successfully complete 96 credit points (eight units of study).

BMO2201	Distribution Management	12
BMO2202	Purchasing and Supply Management	12
BMO2203	E-Supply Chain Management	12
BMO2181	Operations Management	12
BMO3123	Integrated Supply Chain Management	12
BMO3418	Transport and Logistics Management	12
BMO3419	Supply Chain Analytics	12
BPD3100	Applied Business Challenge	12

# UNITS

## BAO1101 Accounting for Decision Making

**Locations:** Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** The objectives of the unit are to provide a basis for further accounting studies, yet meet the needs of students from other areas of business studies; to introduce students to basic accounting concepts and selected accounting practices; and to introduce students to the role of, and the processes involved in, planning and decision making within the business environment. Students will examine the roles of accounting and management planning for substantiating organisational decision making. To undertake this examination, students will synthesise principles and key professional practices of: accounting concepts; cash and accrual accounting; preparation of financial statements; forms of business ownership, and effect on financial statements. Following an introduction to budgeting, students will critically assess: the use of budgets for control and performance reports; analysis and interpretation; evaluation of performance; the operating cycle; and short term decision making and cost behaviour.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically assess different types of decisions relevant to maximising business performance;
2. Devise the use of accounting information in the planning and control of business operations;
3. Construct General Purpose Financial Reports to inform users of business performance and position;
4. Verify and synthesise information required for short and long term decision making relevant to management accounting;
5. Articulate and devise problem-solving techniques in making informed management decisions; and
6. Validate and communicate the outcomes of the decision making process.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Brit, J., Chalmers, K., Maloney, S., Brooks, A., and Oliver, J., (2014) 5th Edition, Accounting: Business Reporting For Decision Making, John Wiley & Sons Australia Ltd.

**Assessment:** Test, i) Weekly Online Multiple Choice Tests - 10% and ii) Mid-semester Multiple Choice Test - 10%, 20%. Presentation, Oral Presentation - Problem Solving, 5%. Assignment, Share-market Listed, 15%. Examination, Final Exam (3 Hours), 60%. (i) Weekly Online Tests\* commence from Week 1 to Week 12 and forms a sub-task of (ii) Mid-Semester Test. Only non-programmable calculators without text and graphic facilities may be used in examinations.

## BAO1107 Accounting Information Systems

**Locations:** Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** BAO1101 - Accounting for Decision Making Does not apply to students completing; BBCA Bachelor of Commerce BBCO Bachelor of Commerce (Applied Finance), BBLC Bachelor of Commerce (Applied Finance)/Bachelor of Laws, LHLC Bachelor of Laws (Honours)/Bachelor of Commerce (Applied Finance)

**Description:** This is the first specialist accounting unit in the Bachelor of Business (Accounting), and (Banking and Finance) and a core unit in the Bachelor of Commerce (Applied Finance). Financial information is used by a wide variety of industries and individuals as part of the decision-making process in business. The responsibility for ensuring that information provided in reports is useful for decision making purposes is the province of the accounting profession. The students will investigate some of the theories and practices of [manual] recording and reporting of financial information in Australia within the context of a historical cost accounting system, including an understanding of the legal, professional and conceptual

frameworks within which the accounting professional operates.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Demonstrate a conceptual understanding of accounting theory and concepts, including the regulatory and conceptual frameworks that influence accounting practice and business transactions;
2. Review, analyse, adapt and apply the theoretical and technical knowledge in accounting in diverse contexts, and business structures;
3. Analyse and apply information with initiative and judgement in order to both anticipate and solve financial business problems in contemporary financial systems;
4. Articulate the accounting concepts and theories that relate to particular business transactions and issues; and
5. Employ planning and organisational skills to achieve group goals.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Hoggett, J, Medlin, J, Edwards, L, Tilling, M, & Hogg, E 2012, 8th edn, Financial Accounting Wiley, Brisbane - All subject notes are on VU Collaborate - An Accounting Practice Set (available from the lecturer, at no charge).

**Assessment:** Test, Multiple Choice, 10%. Test, Practical Questions, 10%. Practicum, Practical Exercise as a group assignment, 20%. Examination, Practical questions and Short Answer, 60%.

## BAO1110 Accounting for Small Business

**Locations:** Footscray Park.

**Prerequisites:** BAO1101 Accounting for Decision Making.

**Description:** This unit of study will provide students with an introduction to the financial management of small businesses with an emphasis on the preparation and presentation of financial information. Topics include: Taxation and other statutory requirements facing small business; introduction to accounting systems; preparation of accounting records; preparation of accounting reports; budgets in small business and evaluating small business financial performance.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Explain the basic principles of financial management as these relate to the sustainability of small business and value creation for business owners;
2. Apply their understanding of basic principles to address cash management, profitability and investment issues;
3. Critically evaluate the various funding alternatives for the small business' ongoing operation and growth;
4. Reflect on and report on the accounting system and finance context of a real small business; and
5. Work out capital budgeting techniques for investment decisions and business valuation.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Brit, I. (2006) Manage Finance and Develop Financial Plans in your Business Pearson, Frenchs Forest, NSW

**Assessment:** To qualify for an overall Pass in this subject, students must attempt all assessment components and accumulate a total of 50% of all assessments combined. The assessment scheme has 4 components as listed below: Test, Class Test, 8%. Examination, Mid term Exam, 16%. Case Study, Group Project involving field research, presentation and report writing., 16%. Examination, Final Exam, 60%.

## BAO2000 Accounting Information Systems

**Locations:** Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** BAO1101 - Accounting for Decision Making Does not apply to students completing; BBCO Bachelor of Commerce (Applied Finance), BBLC Bachelor of Commerce (Applied Finance)/Bachelor of Laws, LHLC Bachelor of Laws (Honours)/Bachelor of Commerce (Applied Finance)

**Description:** This is the first specialist accounting unit in the Bachelor of Business (Accounting), and (Banking and Finance) and a core unit in the Bachelor of Commerce (Applied Finance). Financial information is used by a wide variety of industries and individuals as part of the decision-making process in business. The responsibility for ensuring that information provided in reports is useful for decision making purposes is the province of the accounting profession. The students will investigate some of the theories and practices of [manual] recording and reporting of financial information in Australia within the context of a historical cost accounting system, including an understanding of the legal, professional and conceptual frameworks within which the accounting professional operates.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Demonstrate a conceptual understanding of accounting theory and concepts, including the regulatory and conceptual frameworks that influence accounting practice and business transactions;
2. Review, analyse, adapt and apply the theoretical and technical knowledge in accounting in diverse contexts, and business structures;
3. Analyse and apply information with initiative and judgement in order to both anticipate and solve financial business problems in contemporary financial systems;
4. Articulate the accounting concepts and theories that relate to particular business transactions and issues; and
5. Employ planning and organisational skills to achieve group goals.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Hoggett, J, Medlin, J, Edwards, L, Tilling, M, & Hogg, E 2012, 8th edn, Financial Accounting Wiley, Brisbane - All subject notes are on VU Collaborate - An Accounting Practice Set (available from the lecturer, at no charge).

**Assessment:** Test, Multiple Choice, 10%. Test, Practical Questions, 10%. Practicum, Practical Exercise as a group assignment, 20%. Examination, Practical questions and Short Answer, 60%.

## BAO2001 Corporate Finance

**Locations:** Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** BAO1101 - Accounting for Decision Making Does not apply to students completing; BBCO Bachelor of Commerce (Applied Finance/International Business), BBLC Bachelor of Commerce (Applied Finance)/Bachelor of Laws, LHLC Bachelor of Laws (Honours)/Bachelor of Commerce (Applied Finance)

**Description:** The unit investigates the theoretical and practical basis for financial decision making within an organisation. Students will apply selected key theories (such as valuation theory and, portfolio theory) to critically review, capital markets, sources of finance, the use of derivatives capital structure and dividend policy.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Reflect on the financial press and interpret the information in relation to Australian and global financial institutions;
2. Review the theoretical and practical developments in finance in our dynamic, global context;
3. Analyse matters relating to corporate finance and propose resolutions to identified problems;
4. Apply specific techniques of analysis in solving corporate finance problems; and
5. Investigate the impact of alternative financing proposals that a firm may face in both the short and long term.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Petty, J, Titman, S, Keown, A, Martin, P, Martin, J, Burrow, M, & Nguyen, H, 2011 6th ed, Financial management: principles and applications, Pearson, Australia

**Assessment:** Test, Test, 20%. Assignment, Assignment, 10%. Examination, Final Examination, 70%. Financial calculators may be used in the final examination.

## BAO2202 Financial Accounting

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BAO1107 - Accounting Information Systems

**Description:** The objective of this unit is to provide students with knowledge of the accounting concepts, principles, procedures and regulations. Students will apply accounting concepts and accounting standards to measure, recognise, classify and disclose specific business transactions and other accounting information. Students are required to use accounting concepts and accounting standards to analyse and prescribe accounting treatment for business transactions, evaluate disclosure requirements and develop an understanding of the relevant legal, professional and conceptual requirements associated with aspects of the preparation of external financial reports for publicly listed Australian companies.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse the conceptual framework underlying financial accounting and conceptualise its theoretical foundation;
2. Analyse and prescribe accounting treatment for complex business transactions along with reporting requirements using related accounting standards;
3. Synthesise accounting concepts to resolve accounting issues using high level judgement;
4. Compose financial statements using current accounting standards; and
5. Evaluate the supplementary information and professional requirements for disclosing this information in the notes attached to financial statements.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Loftus, J., Leo, K., Wise, V, and Clark, K, 2012 Understanding Australian Accounting Standards Qld, Wiley ICAA Financial Reporting Handbook Qld, Wiley CPA Australia Accounting Handbook Australia, Pearson Note that Financial Reporting Handbook, ICAA and Accounting Handbook, CPA Australia are alternative texts.

**Assessment:** Test, Class Test 1 - Multiple Choice, Practical and Theory Questions, 10%. Test, Class Test 2 - Multiple Choice, Practical and Theory Questions, 20%. Assignment, Assignment, 20%. Examination, Final Examination, 50%.

## BAO2203 Corporate Accounting

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BAO2202 - Financial Accounting

**Description:** This is the third specialist accounting unit in the Bachelor of Business (Accounting), and (Banking and Finance) and a core unit in the Bachelor of Commerce (Applied Finance major). The unit explores how and why corporations report to the many and varied users of accounting information. For this information to be useful for economic decisions, it is argued that the information disclosed by corporations should possess certain qualitative characteristics. The students will investigate these characteristics through the general structure underlying corporate reporting as well as more specific examples of corporate accounting practices. A major focus is on applying accounting standards for the preparation of financial statements and corporate reports.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Record transactions for companies in order to produce external financial reports required under regulatory and conceptual frameworks;
2. Deliberate on the implications of the information contained in the financial reports and communicate these to the relevant parties;
3. Demonstrate initiative, professional judgement and the technical skills required to record and report transactions suitable for specified purposes and audiences;
4. Critically evaluate the accounting concepts and theories underlying corporate reporting in their relevance to addressing complex

and emerging problems in corporate accounting; and 5. Exhibit individual responsibility and accountability for contributions to group outcomes.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Deegan, C. (2012) 7th edition Australian Financial Accounting McGraw-Hill, Sydney CPA Australia/ICAA (2014) Accounting Handbook Pearson/Prentice Hall of Australia

**Assessment:**Test, Multiple choice, short theory and practical questions, 20%. Assignment, Case Studies, 20%. Examination, Multiple choice, short theory and practical questions, 60%.

## BAO2204 Management Accounting

**Locations:**Footscray Park.

**Prerequisites:**BAO1101 - Accounting for Decision Making

**Description:**This is the second specialist accounting unit in the Bachelor of Business (Accounting), and (Banking and Finance). The unit is concerned with the multi-faceted challenges facing the function of management accounting in contemporary organisations. The students will be equipped with the specialist knowledge relevant technical skills to address these challenges. Topics include strategic planning and control, operational planning and control, cost system design, evaluation of product/service costing methodologies and sustainability. Students will engage in a range of learning activities involving readings, research, exercises, guided discussions, and case study analysis.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Create management reports demonstrating understanding of specialised knowledge that assist senior management to control routine and non-routine business performance;
2. Appraise information contained in management reports and present and defend suggestions about possible corrective action;
3. Adapt a range of principles and complex techniques to critique management reports; and
4. Critically evaluate sustainability reports of companies and their capacity to address important, complex and unpredictable problems in management accounting.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Langfield-Smith, K., Thorne, H., and Hilton, W.R., 2011 6th ed Management Accounting - Information for Managing and Creating Value & Connect Plus McGraw Hill

**Assessment:**Test, Multiple choice test, Short theory and practical questions, 30%. Examination, Final Exam: Practical and short theory questions, 70%.

## BAO2441 Personal Financial Planning

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit is to provide students with underpinning knowledge and skill in the area of personal financial planning. Topics include introduction to financial planning, the economics of the financial process, financial planning services, various options in financial planning, developing, implementing and reviewing financial plans, matching of ongoing clients' needs and financial planning services.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Articulate an understanding of the financial services industry in Australia; the changing regulatory framework; and how behavioural, economic, political and sociological factors impact upon the financial planning process and individual circumstances;
2. Scrutinise the principles of strategic and ethical financial planning, and the range of financial planning decisions involved in developing a personal financial plan;
3. Appraise the diversity of financial products and services

available and the basis of selection to meet the specific goals and objectives of client and use this information to produce a financial plan and substantiate decision making;

4. Apply basic financial planning skills in formulating a financial plan designed to meet the needs and objectives of a specific client;
5. Investigate the impact of risk preferences, taxation, superannuation, social security and estate planning considerations in the development of financial plans; and
6. Collaborate with peers, while demonstrating responsibility and accountability for own learning, to deliberate on ideas using effective communication skills in a group setting.

**Class Contact:**Seminar 2.0 hrs Tutorial 1.0 hr

**Required Reading:**McKeown, W, M. Kerry, M. Olynyk, D. Beal (2012) 1st edition Financial Planning John Wiley & Sons Australia Ltd, Milton, QLD

**Assessment:**Test, Class test, 10%. Assignment, Group Assignment, 25%. Presentation, Presentation of Assignment, 5%. Examination, Final Exam, 60%.

## BAO3000 Personal Financial Planning

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit is to provide students with underpinning knowledge and skill in the area of personal financial planning. Topics include introduction to financial planning, the economics of the financial process, financial planning services, various options in financial planning, developing, implementing and reviewing financial plans, matching of ongoing clients' needs and financial planning services.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Articulate an understanding of the financial services industry in Australia; the changing regulatory framework; and how behavioural, economic, political and sociological factors impact upon the financial planning process and individual circumstances;
2. Scrutinise the principles of strategic and ethical financial planning, and the range of financial planning decisions involved in developing a personal financial plan;
3. Appraise the diversity of financial products and services available and the basis of selection to meet the specific goals and objectives of client and use this information to produce a financial plan and substantiate decision making;
4. Apply basic financial planning skills in formulating a financial plan designed to meet the needs and objectives of a specific client;
5. Investigate the impact of risk preferences, taxation, superannuation, social security and estate planning considerations in the development of financial plans; and
6. Collaborate with peers, while demonstrating responsibility and accountability for own learning, to deliberate on ideas using effective communication skills in a group setting.

**Class Contact:**Seminar 2.0 hrs Tutorial 1.0 hr

**Required Reading:**McKeown, W, M. Kerry, M. Olynyk, D. Beal (2012) 1st edition Financial Planning John Wiley & Sons Australia Ltd, Milton, QLD

**Assessment:**Test, Class test, 10%. Assignment, Group Assignment, 25%. Presentation, Presentation of Assignment, 5%. Examination, Final Exam, 60%.

## BAO3306 Auditing

**Locations:**Footscray Park, VU Sydney.

**Prerequisites:**BAO2203 - Corporate Accounting

**Description:**This is one of the final year specialisation units in the Bachelor of Business (Accounting) degree. This unit can also be studied as an elective to satisfy CPA admission. This unit is primarily concerned with the external audit of corporate financial statements. The lectures presented are structured to correspond with audit methodology used in practice and integrate Australian and International Auditing Standards. As such, the unit of study provides both a practical and conceptual approach to external audit to gain a complete understanding of the audit process.

The unit extends further by requiring the application of unit material, in a realistic and practical audit context, to complete a significant case study on a selected Australian company. Topics include: the role of the auditor in the assurance marketplace, auditor's rights, duties and responsibilities, auditing standards, audit planning, audit evidence, tests of controls, substantive testing and audit reporting.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students should be able to:

- Develop an understanding of the reasons for the existence of a societal demand for audit and assurance services, and an understanding of the current environment in which auditors operate, including legal, ethical and professional aspects.
- Familiarise the audit process and the techniques used by auditors including business risk analysis, internal control assessment, evidence collection and evaluation, use of computer assisted audit techniques and audit reporting.
- Develop an insight into the audit of specific transactions and account balances.
- Be aware of the auditor's responsibility in completing an audit.
- Obtain an understanding of other assurance engagements.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Moroney, R., Campbell, F., Hamilton, J., 2013, 2nd edition Auditing a practical approach ohn Wiley & Sons, Brisbane, Australia. CPA Australia, 2013 Auditing, Assurance and Ethics Handbook 2013, Pearson, Sydney, Australia.

**Assessment:** Test, Multiple choice questions, 20%. Case Study, Real life case study, 20%. Examination, Short theory, practice questions, 60%. Total word equivalence of the above assessment tasks is 5,000 words. .

### BAO3307 Corporate Finance

**Locations:** Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** BAO1101 - Accounting for Decision Making Does not apply to students completing: BBCO Bachelor of Commerce (Applied Finance/International Business), BBLC Bachelor of Commerce (Applied Finance)/Bachelor of Laws, LHLC Bachelor of Laws (Honours)/Bachelor of Commerce (Applied Finance)

**Description:** The unit investigates the theoretical and practical basis for financial decision making within an organisation. Students will apply selected key theories (such as valuation theory and, portfolio theory) to critically review, capital markets, sources of finance, the use of derivatives capital structure and dividend policy.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to: 1. Reflect on the financial press and interpret the information in relation to Australian and global financial institutions; 2. Review the theoretical and practical developments in finance in our dynamic, global context; 3. Analyse matters relating to corporate finance and propose resolutions to identified problems; 4. Apply specific techniques of analysis in solving corporate finance problems; and 5. Investigate the impact of alternative financing proposals that a firm may face in both the short and long term.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Petty, J, Titman, S, Keown, A, Martin, P, Martin, J, Burrow, M, & Nguyen, H, 2011 6th ed, Financial management: principles and applications, Pearson, Australia

**Assessment:** Test, Test, 30%. Assignment, Assignment, 10%. Examination, Final Examination, 60%. Financial calculators may be used in the final examination.

### BAO3309 Advanced Financial Accounting

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BAO2203 - Corporate Accounting

**Description:** This is a final year specialist accounting unit in the Bachelor of Business (Accounting). It aligns with the core knowledge area of accounting theory for accounting professional accreditation bodies CPA Australia and Institute of Chartered Accounting Australia (ICAA). This subject is concerned with developing students appreciation of the roles that theory and practice have played in the development of financial reporting. Accounting students are faced with the challenge of developing technical skills as well as developing their independent learning skills as required by the business community and by the professional bodies. As future accounting professionals, an appreciation of accounting theories allows students to think more critically about the building blocks of financial reporting and how they are used in practice. The subject examines various theories that investigate and critique the roles of financial accounting in decision-making and theoretically appraise financial accounting practice and regulation. Contemporary issues, including measurement, the conceptual framework, convergence with the International Financial Reporting Standards and corporate sustainability reporting are examined in the context of various accounting theories including normative accounting theories and positive accounting theories. Students will engage with the content through a range of activities associated with contemporary cases and issues. Activities will include peer learning, discussions and online activities. Student learning will be guided and assessed through a semester test, an individual assignment and an exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to: 1. Articulate an enhanced understanding of the role of theory in the development of accounting and the financial reporting environment; 2. Critically reflect on and evaluate theories that explain financial and non-financial reporting; 3. Critique various measurement models and their impact on financial reporting in order to improve skills in exercising professional judgement in accounting practice; 4. Elucidate factors that influence financial and non-financial accounting practice with reference to a broad and coherent body of theoretical knowledge; 5. Critically analyse and justify accounting standards that apply to financial reporting; 6. Evaluate issues relevant to the recognition of accounting elements and reporting contained in financial statements; 7. Critically reflect on theories of, and approaches to, corporate social and environmental accountability and reporting as means to contribute to a more equitable and sustainable world; and 8. Debate issues concerning the roles of accounting standards in local and global communities.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Deegan, C., (2014), 4rd edition, Financial Accounting Theory, McGraw-Hill, Australia Deegan, C., (2012), 7th edition, Australian Financial Accounting, McGraw-Hill, Australia CPA Australia, Accounting Handbook 2013, Prentice Hall, Sydney

**Assessment:** Test, Multiple Choice Questions; short answer questions and case study, 20%. Research Paper, Individual research, 20%. Examination, Short answer questions, practical questions and case study, 60%.

### BAO3312 Advanced Management Accounting

**Locations:** Werribee, Footscray Park.

**Prerequisites:** BAO2204 - Management Accounting

**Description:** The unit of study aims to create an awareness of how the changes in industry and the public sector have affected the environment and function of management accounting. Within the broad theme of performance management, topics include: value chain analysis, cost management, strategic elements in cost

management, quality management, performance measurement, divisionalisation and transfer pricing, and reward systems.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the role of management accounting in a changing global, technical, social and business environment;
2. Recognise and understand management accounting techniques and processes which can provide managers with the information to assist them in their decision making role in order to achieve the organisation's goals and objectives;
3. Utilise analytical skills to solve technical and behavioural problems in management accounting; and
4. Display enhanced personal, interpersonal and organisational skills and communicates effectively, both orally and in writing on matters relating to management accounting.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Assessment:** Assignments, 40%; Final Examination (2 hours), 60%. Note: Only hand-held non-programmable calculators may be used in examinations.

### BAO3318 Superannuation and Retirement Planning

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BAO2441 - Personal Financial Planning

**Description:** This unit provides a comprehensive analysis of the economics and finance of superannuation and retirement benefits. It provides an overview of related regulation, standards, type of funds, social security, and concessions (e.g., small-business concessions) pre-retirement planning and tax implications of retirement benefits. It considers the way in which the benefit design and legislative requirements impact on the process of setting appropriate objectives.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Conceptually map the superannuation industry and the regulations and taxes that govern it;
2. Interrogate the efficient management of retirement savings through key economic and financial principles;
3. Evaluate retirement income streams including self-managed superannuation funds, as appropriate for identified client groups, and substantiate recommendations on how they can be effectively used to maximise member's entitlements to social security; and
4. Critically evaluate retirement income policies and reforms both in Australia and in other developed and developing countries.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Diana Beal, 2007 Superannuation and Retirement Income Planning Wiley, Australia

**Assessment:** Test, Mid semester test, 20%. Project, Individual/group project 2000 words, 20%. Examination, Final examination, 60%. The above assessments are equivalent to 3000 words.

### BAO3402 International Banking and Finance

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This is a third year specialisation unit in the Bachelor of Business (Banking and Finance) and Bachelor of Business (International Trade). The unit of study is concerned with how corporations manage cash flows generated in their international trading operations while addressing the various forms of risk related with international businesses. Students will apply theories in economics and finance to analyse problems and challenges that the international financial environment presents to modern day corporate financial managers. The management aspect of international financial corporations and the international banking environment and institutional structure and their operations are emphasized. Students will develop

knowledge and skills in international banking and finance through engagement in a wide range of learner-centred activities that include online discussions and peer learning. Student learning will be assessed through a mix of tests an assignment and an exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse financial and banking decisions of globally operated businesses on the basis of critical reflection on conceptual and practical knowledge regarding the functioning of the foreign exchange market and international financial markets and instruments;
2. Critically review and apply a broad range of theories and concepts to examine the behaviour of international finance and banking operations;
3. Evaluate and apply technical knowledge to appraise the distinctive nature of international financial management decisions and emphasise the significance of managing foreign exchange exposure;
4. Critically reflect on knowledge of various hedging approaches and techniques in order to exercise and defend professional judgement in managing currency exchange risk within the foreign exchange market;
5. Advocate and justify short-term and long-term investment, financial and cash management decisions in a global context; and
6. Collaborate in an ethical, socially responsible and effective manner within a team to address important and complex challenges that the international financial environment presents to modern day corporate financial managers.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Madura, Jeff 2013 13th edition International Financial Management Mason, Cengage

**Assessment:** Test, Week 4 Test, 5%. Test, Mid-semester test, 15%. Report, Critical Review Report, 20%. Examination, Final Examination - 3 hour all topics, 60%. Note: Any hand-held calculators may be used in examinations.

### BAO3403 Investment and Portfolio Management

**Locations:** City Flinders.

**Prerequisites:** BAO1101 - Accounting for Decision Making

**Description:** This unit addresses problems and challenges that the international financial environment presents to modern day investment analysts and fund Managers. A third year unit in the Bachelor of Business Banking and Finance and International Trade specialisations, that interrogates investment analysis and portfolio management while addressing asset allocation decisions, securities markets organization, functioning and Indexes. Students will apply theories in economics and finance namely Efficient Market Hypothesis (EMH), modern portfolio theory, Capital Asset Pricing Model (CAPM) and multifactor models to analyse asset pricing, equity, bond, and derivatives valuation and managing securities portfolio and evaluation of portfolio performance.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse a range of pricing models including Capital Asset Pricing Model (CAPM) and multifactor models with reference to both conceptual and practical implications arising in investment settings, asset allocation decision-making, the functioning of securities markets, indexes, and achieving capital market efficiency;
2. Critically review economic and financial theories and concepts through the examination of security valuation and portfolio construction;
3. Derive, evaluate and apply technical knowledge to achieve ethical and professional outcomes relevant to the distinctive nature of derivative securities in a variety of local and global contexts;
4. Critique a range of portfolio evaluation approaches and techniques to evaluate professional portfolio managers' performance;
5. Exhibit effective interpersonal skills to collaborate with and influence team members, respecting the diversity of



team contributions and commitment to achieving team outcomes whilst assuming responsibility and accountability for their own learning and professional practice; and

6. Elucidate independent expositions of knowledge and ideas to clearly, coherently and succinctly address complex and unpredictable problems.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Reilly, F. K. and Brown, K. C, 2012 10th Edition Investment Analysis and Portfolio Management South Western Cengage Learning

**Assessment:**Test, Week 9 Test, 20%. Assignment, Virtual trading, 30%. Examination, Final Examination - 3 hour all topics, 50%.

### BAO3404 Credit and Lending Decisions

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**BEO3446 - Financial Institutions and Monetary Theory

**Description:**This is one of the final year specialisation units in the Bachelor of Business (Banking and Finance) degree. This unit provides insights into lenders perspectives on proficient credit risk assessments of consumers and businesses. Students will critically review aspects of risk for financial services firms, particularly commercial banks, credit unions and investment banks such as: credit origination, analysis and management, including the lending functions. Topics under investigation include: the principles of lending, credit risk management and modelling, analytical tools to judge credit worthiness of prospective borrowers, analysis of business and personal loans, small business finance, corporate lending, project finance, leasing, securitization, regulatory aspects of credit risk management, problem loan management, evolution of risk management approaches and credit derivatives.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Evaluate the financial position of a potential borrower including consideration of issues related to the legal entity of the borrower, and assess their ability to repay loan requests (first way out) and the strength of security in lending proposals (second way out); 2. Prepare a comprehensive lending submission; 3. Critically review the lending activities of financial institutions and assess the risks associated with these activities by employing the basic principles governing bank lending; 4. Restructure credit proposals to best suit the needs of both the borrower and lender; and 5. Discuss and analyse the broader issues involved in a financial institution's management of its credit risk.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Sathye M, Bartle J, Vincent M, & Boffey R; 2013; Credit Analysis & Lending Management, Tilde University Press, Melbourne

**Assessment:**Test, Multiple choice questions, short answer questions, calculations, 10%. Presentation, Group presentation, 10%. Assignment, Group lending submission, 30%. Examination, Short answer questions, case studies, calculation questions, 50%.

### BAO5505 Accounting for Events

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study examines issues in accounting and financial planning and control of events. Topics include: basic accounting concepts and principles relevant for events management; financial feasibility studies and business planning; cost benefit analysis; cost behaviour; implications for pricing and cost control; sensitivity analysis on costing and pricing alternatives; cash budgets for an event using a spreadsheet; financial report analysis; project expenditure; and internal control procedures.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as

a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business. Unit of study equal to 12 credit points.

**Required Reading:**Articles and case studies

**Assessment:**Internal assignments, 100%.

### BAO5522 Managerial Accounting

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit aims to develop students' ability to deal confidently with the multifaceted challenges facing the function of management accounting in contemporary organisations. The areas covered include: the modern role of management accounting; strategic analysis and planning; operational planning and control; product and service costing; operational and financial budgeting; capital budgeting; and cost-volume profit analysis. Professional practice will be further enhanced through the development of technical and creative skills such as calculations, reporting, analysis and interpretation undertaken using manual methods and Excel spreadsheets.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Justify and argue how accounting practice can inform management decisions about planning, action and accountability and reduce risk and uncertainty; 2. Resolve complex problems by recommending appropriate managerial accounting information, including, communication and interpersonal strategies in a given context; 3. Exemplify managerial accounting activities using manual and electronic means including advocating ethical considerations in managerial accounting activities; and 4. Work effectively and collaboratively in teams and investigate the sustainability performance practice of selected multinational organisations applying and make recommendations for improvement.

**Class Contact:**Seminar 3.0 hrs Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business.

**Required Reading:**eBook: 2014, Warren, Reeve and Duchac. Managerial Accounting, 12th Edition. Southwestern Cengage Learning.

**Assessment:**Test, Test - 2 hours, 20%. Assignment, Case Study Assessment, 30%. Examination, Final Examination, 50%.

### BAO5524 Professional Auditing

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study provides students with knowledge and appreciation of the objectives and limitations of an audit, including a theoretical understanding of key auditing principles, concepts and practices, which comprise the audit process. Specifically, the unit of study develops professional and technical skills by exploring some of the key tools used by auditors for collecting and evaluating evidence so as to enable them to express an opinion on the fair presentation of financial reports. As such, the unit of study provides both a practical and conceptual approach to external, as well as internal and public sector auditing, enabling students to gain a complete picture of the audit process in light of contemporary audit issues. In addition, the unit of study aims to enhance a number of generic skills through both the formal components of assessment and the student's class participation both manually and through the use of computer software (MYOB). These include: research, problem solving, and analytical skills; written and presentation skills; and group interaction skills.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review why audit and assurance services are essential and argue their need in the current environment in which auditors operate, including legal, ethical and professional aspects;
2. Interpret the key auditing principles, concepts and practices used by auditors to gather evidence and make judgments in order to form an audit opinion on the fair presentation of financial reports;
3. Validate key audit procedures by using them in the audit of specific transactions and account balances in a large organisation; and
4. Exemplify professional practice by acting ethically and responsibly in completing an audit collaboratively.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Moroney, R., Campbell, F., Hamilton, J. (2011) 1 Auditing: A Practice Approach Wiley CPA Australia (2013) 3 Auditing, Assurance and Ethics Handbook Pearson

**Assessment:** Test, Mid Semester Test - 50 minutes, 20%. Assignment, Group Assignment - Case Study, 20%. Examination, Final Examination - 3 hours (all topics), 60%. The above assessments have a total equivalent word count of 7000 to 8000 words. Note: Only hand-held non-programmable calculators may be used in examinations. Students may use any form of silent, hand-held calculators, except for programmable calculators or calculators with text storage capacity. .

### BA05525 Financial and Corporate Accounting

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study builds on the study of financial accounting from sole traders and partnerships learned in previous units of study to the corporate form of ownership. This unit takes a critical approach to accepted corporate reporting practices and current developments in accounting and financial regulation for corporations and further develops professional practice through concepts such as accounting for the issue and reorganisation of share capital; inter company investments; specific corporate financial accounting practices, including accounting for company income tax; impairment and revaluation of assets; intangible assets. The unit also explores current financial reporting issues as relevant to contemporary multinational businesses.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Deconstruct business problems by interrogating a range of data including analysing and interpreting quantitative economic and financial and business data;
2. Justify the most suitable accounting model for a given organisation/context;
3. Formulate models to solve complex business problems in a multinational context;
4. Interpret findings through quantitative analysis; and
5. Advocate the findings effectively to business and to broader audiences.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Deegan, C. (2012) 9 Australian Financial Accounting Sydney, McGraw-Hill

**Assessment:** Test, Formative Assessment, 10%. Test, Mid Semester Test - 2 hours, 30%. Assignment, Consolidation Assignment - Excel spreadsheet-individual, 10%. Examination, Final Exam - 3 hours (all topics not covered in the tests), 50%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### BA05528 Accounting for Public Sector Managers

**Locations:** City Flinders, VU Sydney..

**Prerequisites:** Nil.

**Description:** The aim of this unit of study is for students to gain a broad understanding of the role and use of accounting information in government. Accounting practices in

the public sector are studied more from a manager's perspective than from a technical accounting practitioner's perspective, and no prior accounting knowledge is assumed. Topics include: strategic and operational planning and budgeting; governmental accounting and reporting requirements; performance measurement and reporting; costing techniques; cost benefit analysis and evaluation; capital budgeting; current issues in government accounting.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business. Unit of study equal to 12 credit points.

**Required Reading:** Articles and case studies

**Assessment:** Internal assessment, 100%.

### BA05534 Business Finance

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit investigates alternative financing proposals that firms may face in both the shorter and longer term. Through this process students develop a high level of financial literacy enabling them to investigate, analyse and synthesise complex financial information including knowledge of the theoretical and practical developments in finance and solving complex problems through the application of specific techniques of analysis.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically reflect on the financial press and interpret the information in relation to Australian and global financial institutions;
2. Critically review the theoretical and practical developments in finance in our dynamic, global context;
3. Deconstruct matters relating to Business Finance and propose resolutions to identified problems;
4. Adapt the application of specific techniques of analysis in solving complex Business Finance problems; and
5. Investigate the impact of alternative financing proposals that a firm may face in both the short and long term and argue recommendations.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Gitman, L.G., Juchau, RH & Flannagan, J. 2011 6th edition Principles of Managerial Finance Pearson, Frenchs Forest, NSW

**Assessment:** Test, Multiple Choice and Short Answer, 15%. Test, Multiple Choice and Short Answer, 20%. Case Study, Group Assignment – Case study, 15%. Examination, Final Examination, 50%.

### BA05535 Issues in Contemporary Accounting

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** BA05525 - Financial and Corporate Accounting

**Description:** This unit is the capstone financial accounting unit. It draws upon, and further develops, students' prior knowledge of Financial Accounting and Reporting. The unit is designed to develop students' analytical and critical thinking skills. The unit investigates and analyses aspects of the conceptual foundations of financial accounting; and the relationship between financial accounting theory and concepts and financial reporting practice. This unit provides students with critical exposure to contemporary accounting issues in financial accounting and reporting. Contemporary issues, including the conceptual frameworks for financial accounting, measurement, international accounting are examined.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review and interpret the role of theory in the development of accounting;

2. Conceptually map the interaction of the various parties involved in the regulation of financial reporting, both locally and globally; 3. Understand the role of culture, values and dispositions in achieving consensual outcomes through consideration of the benefits and limitations of the international harmonisation of financial reporting standards; 4. Critically analyse measurement issues and their effect on financial reporting practice; 5. Exercise sound professional judgements on issues relevant to the recognition and reporting of information contained in financial statements, as prepared in accord with accounting standards; and 6. Evidence high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**There are no texts prescribed for purchase. Reading lists will be issued well in advance of each seminar. Prescribed readings will be posted for student access on the Online Learning Management System: VU Collaborate.

**Assessment:**Test, Mid-Term Test - 90 minutes, 20%. Project, Research Project, 30%. Examination, Final Examination - 2 hours, 50%. A summary of assessment tasks will be distributed at the first class, and will be available on the online student learning management system VU Collaborate space for the subject. .

### BAO5543 Accounting Systems and Processes

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**The unit introduces students to financial accounting concepts and practices required for processing transactions and producing and interpreting accounting reports within the context of accounting standards and internal and external user requirements. It develops students' professional attributes as they investigate transactions and financial reports that face contemporary businesses. The unit also critically commentates upon international financial accounting issues.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically analyse, interpret and communicate financial information required for decision making and accountability by local and global organisations and external stakeholders; 2. Exemplify the role of culture, values and dispositions in achieving consensual outcomes through the performance of financial accounting activities using manual and electronic means; 3. Recommend creative sustainable solutions to complex financial accounting problems through analytical, persuasive communication and interpersonal skills; and 4. Evidence high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Carlon, S. et al. (2012) 4 Accounting - Building Business Skills John Wiley

**Assessment:**Assignment, Computer based assignment, 20%. Test, Mid Semester Test - 2 hours, 25%. Examination, Final Examination - 3 hours (not all topics), 55%.

### BAO5561 Reporting and Professional Practice

**Locations:**City Flinders, VU Sydney..

**Prerequisites:**Nil.

**Description:**Provides students with an introduction to the business environment and an improved understanding of how to apply professional judgement in ethical and reporting issues. Topics include: Professional practice and the accountant; the business environment and regulatory framework; corporate governance; the conceptual framework for general purpose financial reporting.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business. Unit of study equal to 12 credit points.

**Required Reading:**CPA Australia Segment notes - Reporting and Professional Practice  
**Assessment:**CPA Australia Examination, 100%.

### BAO5562 Corporate Governance and Accountability

**Locations:**City Flinders, VU Sydney..

**Prerequisites:**Nil.

**Description:**Issues surrounding governance and accountability by directors and management of organisations are dealt with in this unit of study including: Introduction to a corporate governance framework; costs and benefits of corporate governance; role of directors and officers; ethics in and out of the boardroom; competition and compliance in trade practices.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**CPA Australia Segment notes - Corporate Governance and Accountability

**Assessment:**CPA Australia examination, 100%.

### BAO5566 Treasury

**Locations:**City Flinders, VU Sydney..

**Prerequisites:**Nil.

**Description:**The treasury function: An overview; Procurement of funds; Management of funds; the management of risk: Strategic overview; the management of risk: Instruments and Strategies; Accounting for treasury operations; Taxation aspects of treasury operations.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**CPA Australia Segment notes, Treasury.

**Assessment:**CPA Australia examination, 100%.

### BAO5567 Taxation

**Locations:**City Flinders, VU Sydney..

**Prerequisites:**Nil.

**Description:**Structure of the income Tax Assessment Act and sources of authority; principles of assessable income; principles of general and specific deductions; capital gains; capital expenditure allowances; individuals; companies and dividends; partnerships; administration of the tax system, goods and services tax.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**CPA Australia Segment notes - Taxation.

**Assessment:**CPA Australia examination, 100%.

### BAO5572 Treasury Risk Management

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study aims to provide students with an understanding of

treasury management and the role of financial markets in the corporate treasury function. This unit of study includes the following topics: treasurer's role and policy, fundamentals of treasury management, extent of treasury School responsibility, treasury structure; sources of finance, the corporate debt market in Australia, establishing and maintaining an international credit rating, equity and quasi equity finance, current trends in global financial markets; interest rate exposure management, identification and measurement of crucial risks, risk management strategies, credit risk and establishing credit limits, risk management products, financial futures, options and swaps; cash and liquidity management, principles of asset/liability management, corporate banking relationships; control of treasury operations, impact of accounting and tax regulations on corporate treasury operations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review and interpret the rationale, structure, functions, and related risk management of a corporate and bank treasury that responds to both local and global governance;
2. Evaluate the importance of liquidity and working capital management for company, the capital markets in funding the corporation and the need for credit ratings in accessing the international & domestic bond markets. This includes the assessment of counterparty risk as relevant to domestic and multinational settings;
3. Price, value and use derivatives for hedging and speculating purposes and justify professional decisions to both specialist and non-specialist audiences;
4. Debate creative ethical sustainable solutions to financial risk assessment and recommend management principles for managing interest rate risk, foreign exchange risk, and credit risk as relevant to both local and international contexts; and
5. Evidence high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Chance, D.M & Brooks, R. 2013 9th ed An introduction to derivatives and risk management Thomas South-Western

**Assessment:** Assignment, Group assignment - written report, 50%. Examination, Final examination, 50%. Total word count of these assessment items is equivalent to 7,000-8,000 words. .

### BAO5573 International Financial Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** International Financial Management focuses on corporate decision-making in an international context. The course interrogates conceptual frameworks and models applicable to key financial decisions of multinational or transnational firms. Students will develop capacities required to make professional, evidence based decisions drawing on theoretical knowledge and professional analytical techniques to resolve complex unpredictable problems related to international financial management. Building on principles of corporate finance, students will also conduct strategic analysis and provision of a foreign exchange managerial advice for companies.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically reflect how foreign exchange markets operate in our contemporary, dynamic environment;
2. Challenge the management of different types of foreign exchange exposure and justify position;
3. Argue creative solutions to various risks faced by multinational and transnational firms and make appropriate ethical, sustainable recommendations;
4. Contextualise the output of economic policy

advice in multinational investment decisions in volatile markets, advocating consideration for global communities; and

5. Critically review the current strategic issues related to foreign investment decisions for companies and collaboratively recommend evidence-based strategies for future financial management.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Madura, Jeff (2012) International financial management Cengage Learning

**Assessment:** Test, Mid semester test, 20%. Assignment, Group Assignment including report and presentation, 20%. Examination, Final examination, 60%.

### BAO5574 Strategic Management Accounting

**Locations:** City Flinders, VU Sydney..

**Prerequisites:** Nil.

**Description:** The unit of study provides an overview of strategic management accounting including the knowledge and tools to identify and implement a strategy, and guidelines for assessing the performance of management in achieving the goals of the strategy. Topics include: introduction to strategic management accounting; strategic management framework; strategy evaluation and choice; strategy implementation; and strategic performance measurement.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** CPA Australia Segment notes-Strategic Management Accounting.

**Assessment:** CPA Australia examination, 100%.

### BAO5575 Financial Accounting

**Locations:** City Flinders, VU Sydney..

**Prerequisites:** Nil.

**Description:** This unit of study addresses contemporary financial accounting areas and issues with an emphasis on measurement. Topics include: problems for accounting measurement; public sector reporting; environmental accounting; accounting for intangible assets and goodwill; accounting for financial instruments; and employee entitlements.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** CPA Australia Segment notes - Financial Accounting.

**Assessment:** CPA Australia examination, 100%.

### BAO5576 Assurance Services and Auditing

**Locations:** City Flinders, VU Sydney..

**Prerequisites:** Nil.

**Description:** This unit of study includes: an overview of the auditing process within an assurance framework; an examination of the objectives of the audit and the auditor's environment; the methodologies and procedures of auditing; the role of public and private sector audits; and a discussion of the potential assurance service opportunities.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** CPA Australia Segment notes - Assurance Services and Auditing.

**Assessment:** CPA Australia examination, 100%.

## BA05701 Accounting for Decision Making in Hospitality and Tourism

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit provides an overview of accounting for management planning and decision making for businesses and events in a hospitality and tourism context.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse the profitability and financial position of a firm in the hospitality and tourism industry;
2. Prepare budgeted financial statements;
3. Demonstrate the use of budgets in performance evaluation;
4. Solve problems in costing and pricing through the application of specific tools and techniques evaluate alternative proposals relating to businesses and projects in the hospitality and tourism industry;
5. Recognise the meaning of accountability in the decision making process in the financial, ethical and environmental context; and
6. Recognise the importance of employees as a success factor.

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Coltman, M. & Jageb, M. 2007 9th Edition Hospitality Management Accounting John Wiley & Sons

**Assessment:**The assessment scheme has 3 components as listed below: Test, At Risk Assessment, 10%. Assignment, Feasibility Study, 30%. Examination, Final Exam, 60%. A summary of assessment tasks follows. Please go to Blackboard for: 1. Full assessment/assignment details; 2. Criterion referenced assessment guide for each assignment as required; and 3. Assignment Declaration cover sheet, with Assessment Criteria completed and a separate cover sheet loaded for each assignment. .

## BA05734 Financial Analysis

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit proposes a theoretical framework for effective and efficient use of financial statement information for business analysis. It identifies and evaluates key framework components: financial statement analysis, business strategy analysis, accounting analysis, financial analysis, and prospective analysis. This framework is then applied to a variety of complex decision making contexts including security analysis, credit analysis, corporate financing policies analysis, merger and acquisition analysis, and management communications analysis. Financial acumen is an important skill for managers in the complex local and global business environment. The unit takes a multidiscipline approach to develop high level analytical, planning and decision making skills.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Apply a structured analytical framework to facilitate the preparation, interpretation and communication of analysts' reports which evaluate past performance and future prospects for sustainable value creation;
2. Generate, commission, interpret and/or communicate relevant, reliable and comprehensible performance information on external and internal factors critical to sustainable value creation (such as financial and non-financial KPIs);
3. Review and evaluate the elements that shape value creation and triple bottom-line performance (including competitive environment, strategy, structure and value-creating activities) and translate them to disciplinary and professional practice; and
4. Critically reflect as part of an inter-disciplinary team on the broad range of elements that frame corporate values.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Palepu, Healy, Bernard, Wright, Bradbury and Lee 1st edn Asia-

Pacific, 2010 Business Analysis and Valuation Cengage Learning

**Assessment:**Test, Theory questions and small case studies, 15%. Presentation, Oral group presentation, 10%. Report, Analyst's report - written group assignment- major international publicly listed company, 25%. Examination, Final exam, 50%.

## BA05735 Advanced Forecasting, Planning and Control

**Locations:**City Flinders, VU Sydney..

**Prerequisites:**Nil.

**Description:**The unit of study aims to develop students' ability to analyse and present solutions to financial planning and management problems using a range of methods including spreadsheet and modelling, data analysis and forecasting techniques, information and decision support systems and executive information systems. Hands on use of appropriate software will be an essential feature of the unit of study and assessment tasks.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**To be advised by lecturer.

**Assessment:**Internal assessment, 100%.

## BA05736 Managerial Control Systems

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study is designed to develop professional skills which will enable students to apply analytical reasoning in solving complex management accounting problems via case analysis and making interpretations to new settings, including treating management accounting topics to a systematic and in-School analysis. The unit critically reviews management accounting research work in relation to both local and international contexts. The unit also analyses and theorises about corporate strategy and management performance measurement and management; reward systems and control; cost system design and developments that contribute to professional practice.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Argue persuasively the role of managerial control systems in local and multinational organizations and the factors that influence their operation;
2. Critically review the key elements that contribute to an effective management control system in a variety of business contexts;
3. Interpret the developments in recent years in performance measurement systems and its impact on managerial control;
4. Deconstruct the behavioural aspects of managerial control systems and mediate creative sustainable solutions; and
5. Analyse complex case facts and advocate appropriate managerial control system solutions.

**Class Contact:**Seminar 3.0 hrs

**Required Reading:**Merchant, K.A., Van der Stede, W.A. (2012) 3 Management Control Systems Performance Measurement, Evaluation and Incentives Prentice Hall Articles and case studies.

**Assessment:**Test, Test - 1 hour, 20%. Assignment, Group Assignment - Case Study, 30%. Other, Take Home Paper, 50%. The above assessments have a total equivalent word count of 7000 to 8000 words. Refer to the unit guide provided at the commencement of each semester for details.

## BA05743 Comparative International Accounting

**Locations:**City Flinders, VU Sydney..

**Prerequisites:**Nil.

**Description:**The unit of study aims to develop students' appreciation of the problems, issues and dimensions of international financial accounting and reporting. Differences in culture, business practices, political and regulatory structures, currency values, business risks, tax codes and level of economic development may influence the accounting practices of a particular country. Financial statements and other disclosures are difficult to understand without an understanding of the underlying accounting principles and culture. This unit of study includes the following topics: International accounting frameworks, a framework for analysing international accounting issues, cultural implications for accounting, and classification of national financial reporting systems; country studies, North America, United Kingdom, Hong Kong, China, Japan, European Community; current issues in international accounting, consolidation of group accounts, developing countries, and international accounting regulation.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Baydoun, N., Nishimura, A., and Willet, R., 1997, Accounting in the Asia-Pacific Region, John Wiley, Singapore.

**Assessment:** Internal assessment, 50%; Final examination, 50%.

### BA05746 Credit and Lending Management

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** The unit aims to provide an analysis of the various lending activities of Australian financial institutions and the legal principles related to these activities. Emphasis is placed on the assessment of credit proposals and the management of credit risk. Complex ideas and concepts related to credit policy, retail lending, commercial lending, corporate lending and corporate services and valuation of assets will be explored. In addition, methodologies related to structuring a loan, traditional techniques for credit analysis, distressed firm prediction and reviewing of the newer models of assessing credit risk e.g. term structure models, mortality models and option model will form part of this unit.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:  
1. Argue reasons for the lending activities of financial institutions and justify the risks associated with this activity; 2. Critically review various leading facilities required by customers in a range of Australian and international financial institutions; 3. Work collaboratively and interrogate the issues related to lending to various forms of legal form, including, individuals, corporations, partnerships, trusts and associations, and report recommendations; and 4. Critically analyse and justify lending proposals of corporate, business, and consumer clients.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Sathye, M, Bartle, J, and Boffey, R 2013 3rd ed Credit Analysis & Lending Management Tilde University Press

**Assessment:** Assignment, Group assignment - presentation, 10%. Assignment, Group assignment - written report., 40%. Examination, Final examination, 50%.

### BA05747 International Portfolio Management

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit interrogates the process of managing investment portfolios and focuses on funds management at the institutional, rather than personal, level. Students will explore the continuous and systematic decision-making process

underlying the management of publicly offered investment funds. The unit explores and analyses the theory, concepts, tools and techniques of funds management in a global environment. Traditional approaches to funds management will be examined in detail and will provide a background for the evaluation of emerging paradigms and techniques in the funds management industry.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review investment concepts, theories and analytical techniques employed in the process of managing institutional investment portfolios; 2. Recommend creative, defensible and sustainable solutions in different institutional investment contexts; 3. Exemplify the role of culture, values and dispositions in achieving consensual outcomes through consideration of procedures for managing investment portfolios in the context of globally integrated financial markets, particularly in respect to diversification, risk classes, currency issues and hedging techniques; 4. Exemplify professional practice in funds design and decision-making; practical allocation of funds across asset classes and within different financial markets (industries); portfolio optimisation; portfolio monitoring; market sector volatilities and risk management and; measurement and evaluation of funds managers' performance; and 5. Evidence high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Maginn, Tuttle, Pinto and McLeavey 2007 3rd ed Managing Investment Portfolios: A Dynamic Process, [Text and Workbook] John Wiley and Sons

**Assessment:** Assignment, Group Research Presentation, 25%. Assignment, Managed Portfolio Report, 25%. Examination, Final Examination, 50%. The total word count of these assignments is equivalent to 7-8000 words.

### BA05748 Financial Services Communication

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit focuses on knowledge and skills required for effective communication and good practice in managing information for accounting and other financial services industry professionals in contemporary settings. While effective written and spoken communication skills; organising and leading meetings, seminars and discussion groups form some of the underpinning concepts of this unit, it also critically analyses financial services industry responsibilities, guidelines, procedures, and legislation including the roles and requirements of professional organizations; identification, maintenance, monitoring and review of key relationships. The unit critically reviews the management of the flow of information to and from stakeholders for compliance with organizational and legislative requirements and industry codes of practice.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Exemplify professional practice by confidently speaking in public and achieving goals ethically; 2. Mediate effectively by chairing meetings and conducting seminars to initiate and develop new ideas; 3. Argue clearly and persuasively and prepare business reports and documentation for wide ranging organisations; 4. Critically review relevant legislative and regulatory issues affecting the financial services industry locally and globally; 5. Justify the workings of local and global communities and the professional's responsibilities within these to maintain key business relationships; 6. Debate creative and sustainable solutions to effectively managing staff and client information flows; and 7. Evidence high level personal

autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Articles and document extracts on VU Collaborate.

**Assessment:**Internal assessment, 100%. To address the knowledge and skills relating to communication, information management, and financial services industry good practice in systems and processes, assessment will be conducted in the form of oral presentations and assignments. Assessment tasks are based on case studies, industry simulation and role-play. Case Study, Case Study Report, 15%. Presentation, Seminar Presentation, 20%. Assignment, Business Documents, 30%. Research Paper, Team Research Assignment, 35%. The above assessments have a total equivalent word count of 7000 to 8000 words. .

### BA06504 Accounting for Management

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This focus of this unit is the role of accounting in managing an organisation within an increasingly complex business environment. This unit covers the fundamental accounting concepts and practices, which enable informed management planning and decision making to occur. An analysis framework will be introduced that could be applied to assess an organisation's profitability, liquidity and solvency. Topics include: the concept of Income Statements as a performance report, the Balance Sheet as a statement of financial position, Cash and Accrual Accounting systems, cash flow management, budgeting, internal control cost-volume-price behaviour, and incremental analysis decision making.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Interrogate, historical and projected financial statements; 2. Interpret and critically assess financial statements for sound performance management; 3. Apply knowledge of accounting analytical techniques to improve performance and evaluate potential for sustainable value creation; 4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future accounting challenges; 5. Clearly articulate the financial situation of the organisation and recommend strategic options and tactical initiatives; and 6. Work collaboratively in solving accounting problems.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Britt, J, Chalmers, K, Maloney, S, Brooks, A and Oliver, J (2014), 5th Ed., Accounting: Business Reporting for Decision Making John Wiley and Sons Australia Ltd, Milton QLD An electronic version of the required textbook is available through the publisher's website.

**Assessment:**Test, 2 x 75 minutes tests, 30%. Report, Complete a company financial analysis report (Group Assignment), 20%. Examination, Exam covering topics – discussed during the term, 50%. Students must successfully complete all assessment components and accumulate a total of 50% in each assessments.

### BA06615 Accounting Project

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**BA07742 - Business Research Methods

**Description:**In an increasingly complex and competitive business environment, accountants with business research skills are in a position to address the information needs of organisations. The aim of the unit of study is to equip students with the knowledge and skills in research methods necessary for the undertaking and evaluation of business research projects. The project proposal must be well defined and achievable, and must be approved before the project proceeds, project report

consisting of 10,000 words.

**Credit Points:** 12

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Articles and case studies.

**Assessment:**Project report, 100%.

### BA06714 Computerised Accounting in an ERP System

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**The aims of this unit of study are to demonstrate the use of integrated information systems in medium to large size organizations and to demonstrate how these systems facilitate the production of accounting information. Professional practice in the area will be developed through building theoretical knowledge of the use of ERP systems, in conjunction with competency in the practical use an ERP system to facilitate financial and management accounting in contemporary settings. In addition, Enterprise Resource Planning (ERP) systems, general ledger, financial reporting and management reporting in an ERP system; hardware/software acquisition alternatives; control in an ERP information system, and accounting evaluation of an ERP implementation will be reviewed in relation to various organisations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Critically analyse the various ERP vendors and ERP products on the market and evaluate the different hardware/software acquisition alternatives for different business contexts; 2. Interrogate the different approaches to organising an information system, such as best-of-breed, ERP, and enterprise application integration; 3. Critically evaluate and validate, from an accounting perspective, an ERP implementation for large organisations; 4. Elucidate how master data is organised in an ERP system to resolve complex business problems; 5. Debate how multi-national companies handle a variety of currencies, languages and different reporting requirements in accord with standards relevant to an international context; and 6. Recommend various control mechanisms in the ERP system and justify professional judgements to both specialist and non-specialist audiences.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Students will be provided with SAP FICO practical workbook of 7 modules covering each topic of the unit.

**Assessment:**Internal assessment 100%. Assignment, Practical Assessment (online submission), 20%. Test, Theory Test, 20%. Test, Practical Test, 30%. Research Paper, Research Project, 30%.

### BA07742 Business Research Methods

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**NIL.

**Description:**The purpose of the unit of study is to provide students with a firm foundation from which they can undertake a research problem. For the duration of the semester guidance will be given to students for the identification of a research problem. Instruction will be provided which will enable students to perform effective literature reviews. Students will be presented with various models of methodology and assist with designing an appropriate method for their research. Students will be trained in the analysis and presentation of results, exposition of processes and methods used and conclusions drawn. Guidelines outlining the preparation and writing of a research thesis will be provided at the conclusion of semester.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically review basic research construction and evaluation and demonstrate discipline-appropriate application of research terminology; 2. Justify the use of research methodologies as relevant to particular examples of social and business research investigations; 3. Conceptually map the research process, identifying researchable problems and developing a defensible conceptual framework for research; 4. Conduct critical reviews of research output; 5. Discriminate and theorise about the applicability and limitations of experimental, survey and case study research; and 6. Prepare and critically evaluate research proposals and plan the research process.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Articles and case studies.Cooper, D. R. and Schindler, P. C., 2014 12th ed Business Research Methods: A Managerial Approach McGraw Hill Irwin, NewYork, NY

**Assessment:**Literature Review, Literature survey write-up, 35%. Research Paper, Initial research project proposal, 65%.

### **BAO8001 Dissertation (Thesis) (Dba) (Part-Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 24

**Class Contact:**Unit of study is 24 credit points per semester.

**Required Reading:**To be advised.

**Assessment:**Dissertation thesis, 100%.

### **BAO8002 Phd (Research) (Full Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thess is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 48

**Class Contact:**Unit of study is 48 credit points per semester.

**Assessment:**Research thesis, 100%.

### **BAO8003 Phd (Research) (Part-Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and

established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 24

**Class Contact:**Unit of study is 24 credit points per semester.

**Assessment:**Research thesis, 100%.

### **BAO9800 Research Thesis (Full Time)**

**Locations:**City Flinders.

**Prerequisites:**BAO7742 - Business Research Methods

**Description:**Submission of Thesis.

**Credit Points:** 48

**Class Contact:**Unit of study is 48 credit points per semester.

**Assessment:**Research thesis, 100%.

### **BAO9801 Research Thesis (Part Time)**

**Locations:**City Flinders.

**Prerequisites:**BAO7742 - Business Research Methods

**Description:**Submission of Thesis.

**Credit Points:** 24

**Class Contact:**Unit of study is 24 credit points per semester.

**Assessment:**Research thesis, 100%.

### **BBA8900 Research Methods and Approaches in Business**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit of study is to introduce students to research methods and approaches associated with business research. The unit examines research philosophies, methods and data collection approaches and the development of research questions related to a specific research topic. The unit explores a range of qualitative and quantitative methodologies and associated data collection approaches. At the conclusion of the unit students will be in a position to select and evaluate appropriate research methodologies for research within the discipline of business, critique published articles and develop a preliminary research proposal.

**Credit Points:** 24

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Select and apply an appropriate research methodology, including the selection of appropriate methods of data collection and analysis, to research contemporary issues within the discipline of business; 2. Drawing on relevant literature, frame a researchable question with creativity, initiative and autonomy; 3. Formulate a preliminary research proposal with independence and professional judgement, outlining a study that will address a gap in the literature and contribute new knowledge; and 4. Communicate clearly an advanced knowledge of research principles and methods including the theoretical underpinnings of the study area to both specialist and non-specialist audiences.

**Class Contact:**Seminar2.0 hrs

**Required Reading:**Cooper, D. and Schindler, P. 2014, 12th Ed, Business Research Methods, McGraw-Hill/Irwin, New York. Other articles and document extracts will be uploaded on VU Collaborate.

**Assessment:**The pass grade for this unit is 50%. However, progression to the thesis component would require a minimum 70% average across all coursework units. Report, Formative report (2000 words) and presentation: Applicability of business research methods and data collection approaches, 25%. Report, Formative report: written articles critique and comparison (2500 words), 25%. Report, Summative



report (4000 words), 50%. The above assessments have a total equivalent word count of 8500 words.

### **BBA8901 Contemporary Business Issues and Research**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit of study is to extend the practical and theoretical knowledge, expertise, and skills of students - as managers and scholars - through an introduction to the identification of contemporary business issues and an examination of how these are addressed and informed by practitioner and academic research. The unit explores elements and factors in the external and internal environment of organisations that shape and drive sustainable value creation, and interrogates the design, findings and contribution of associated research. At the conclusion of the unit students will have a sound understanding of: the nature and interrelationships of critical business issues; the role of research in informing responses to business issues; alternative research designs; and potential research responses to business issues. As a result of these learnings, students will be in a better position to: identify business issues; situate and critique existing alternative solutions; and conduct, commission, interpret and apply business research to real life contexts.

**Credit Points:** 24

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Deconstruct the elements and factors in the external and internal environment of organisations that shape and drive sustainable value creation in the context of professional practice;
2. Critically review and interpret the contribution that current academic and practitioner research makes to solving business issues that arise in relation external and internal contexts of organisation;
3. Investigate systematically complex contemporary business problems and apply innovative problem solving skills in the development and application of relevant and effective research responses;
4. Extrapolate knowledge about problems and solutions relating to complex disparate issues that emerge through the literature, expert guest speakers and industry site visits; and creatively apply and communicate these insights to new situations in a clear, concise and ethical manner to peers and the community; and
5. Infer and elucidate relevant insights gained from a holistic investigation of business issues and research to their own field of professional practice and future doctoral research activities.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Weekly and Resource Reading List will be provided via VU Collaborate.

**Assessment:**The pass grade for this unit is 50%. However, progression to the thesis component would require a minimum 70% average across all coursework units. Portfolio, Web-posted reflective portfolio (1,500 to 2,500 words), 25%. Report, Written and oral report (3,000 to 4,000 words), 50%. Poster, Poster presentation and oral examination (1,000 to 2,000 words), 25%. Total word equivalence is 8,500 words (including the oral examination). Additional Information - Web-posted reflective portfolio: The assessment will be graded on the quality of a student's initial responses (20%) and the commentary they provide on the contribution of others (5%).

### **BBA8902 Research and Professional Practice**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit of study introduces the topic of evidence based management to explore the links between research and professional practice. The unit highlights the core nature of the DBA as a professional doctorate and strengthens its relevance for industry transformation through evidence. The unit

explores the twin challenges of leading the translation of management research to business practice along with those of conducting practice based research. At the conclusion of the unit, students will be in a position to use both evidence and their own leadership capability to influence the adoption of new knowledge to business practice.

**Credit Points:** 24

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Understand and apply concepts of evidence based management and practice based research to a particular field of business research endeavor and critique as well as identify best practice examples of translating and linking business research to address industry needs;
2. Evaluate appropriate research undertaken in a selected field of interest to refine the knowledge of research principles and demonstrate expert understanding of theoretical knowledge in a selected field of interest;
3. Elucidate current research undertaken in the nominated field of interest, including trends, ranges of topics researched, methodologies used as a basis for scholarly independent work; and
4. Synthesise complex information and current research, including trends, ranges of topics researched, methodologies used and relevant literature in relation to contemporary Australian and international business practices in order to abstract creative ideas and solutions to wide ranging contemporary global business issues.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Rousseau, D.M. (Ed) 2012. The Oxford Handbook of Evidence-Based Management. Oxford University Press. USA. Sosik, J.J. 2015. Leading with Character: Stories of Valor and Virtue and the Principles they Teach. Information Age Publishing Inc.: Charlotte, North Carolina USA. RECOMMENDED READING Texts Cooper, D. and Schindler, P. 2014, Business Research Methods, 12th Ed, McGraw-Hill/Irwin, New York. Tharenou, P. Donohue, R and Cooper, B. 2007, Management Research Methods, Cambridge University Press, Melbourne.

**Assessment:**The pass grade for this unit is 50%. However, progression to the thesis component would require a minimum 70% average across all coursework units. Research Paper, Evaluate industry research undertaken in a selected field (2500 words), 25%. Presentation, Present a seminar critique of current research (25 minutes + 5 minutes of feedback) - 1500 words, 15%. Report, Report on the challenge of translating research discoveries to practice, reflection and description of personal strategy (3000 words), 25%. Literature Review, Literature review (3000 words), 35%. Total word equivalence is 10,000 words.

### **BBA8903 Research Proposal Development and Ethics**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study introduces the students to the issues involved in the production of research in professional settings. It will enhance knowledge, personal skills and competencies in developing research proposals in broad industrial settings. The unit will address conceptualisation of research problems, theoretical formulation and contextualisation, problems and pitfalls in research development. This will include consideration of meta-analysis of past research, operationalization of research problems to test hypotheses, measurements and levels of measurements, procedure for data collection and analysis, and dissemination of research findings. It is an activity-based unit that includes the production of a research proposal. This unit of study also provides students with advanced understanding of integrity and ethics in relation to the conduct of research. It will develop the students' capacities to engage in current debates about research ethics and integrity, and to develop positions on research integrity and ethics in their own research area.

**Credit Points:** 24

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Locate a scholarly, researchable, complex contemporary problem in their professional field, interrogate the relevant literature to postulate and argue the question under investigation;
2. Convince the significance and contribution of the research project using discipline specific language;
3. Formulate appropriate research methodology to triangulate and data collection procedures to address the study question/s;
4. Exhibit ethical and professional considerations inherent in the conduct of research;
5. Prepare a professional doctorate research candidature proposal which addresses each of the key elements of the research process within the guidelines of the College of Business;
6. Demonstrate an advanced understanding of fundamental principles and current debates on ethics and integrity in research; and
7. Identify key areas of ethics and integrity that relates to their own research area, and argue to defend their own position.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Creswell, J. 2014, 4th Edition, *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, Sage, Publications. Oliver, P. 2010, *The Student's Guide to Research Ethics*, Maidenhead: McGraw-Hill International, UK. Universitas 21 Program in Global Research Ethics and Integrity - Online Course Resources. Australian Code for the Responsible Conduct of Research

**Assessment:** Report, Formative written report (1500 words) – Research aims and context; Literature review and conceptual framework, 15%. Report, Formative written report (1000 words) – Contribution to knowledge; Statement of significance; Ethical issues; Occupational health and safety, 10%. Report, Summative report (5000 words): Complete candidature proposal, 40%. Presentation, Summative oral presentation: Complete candidature proposal and ethical issues (equivalent to 1500 words), 25%. Review, Formative peer view exercises (equivalent to 1000 words preparation), 10%. Total equivalence is 10,000 words.

### **BBA8904 Thesis (DBA) (Full-Time)**

**Locations:** City Flinders.

**Prerequisites:** Students must have successfully passed 96 credit points in the DBA coursework to progress to the Research Component of the degree.

**Description:** The unit has been designed with the objective of producing graduates with the capacity to conduct research independently at a high level of originality and quality in the field of business studies. As the research component of the DBA, the unit has been developed for students who have successfully completed a year of research foundation studies in the coursework component of the DBA. The unit requires the students to demonstrate an ability to identify and apply appropriate modes of analysis, evaluation and comparative critical frameworks to a chosen research plan, and to communicate their research findings in the form of a final dissertation. A satisfactory pass of the dissertation by a panel of examiners forms the sole criteria for awarding the DBA.

**Credit Points:** 48

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Contextualise and apply relevant theoretical knowledge to undertake rigorous research at the doctoral level into contemporary business problems, and contribute to original knowledge, theory and practice in business;
2. Critically review a range of quantitative and qualitative business-oriented methods to determine and adapt appropriate methods for data collection and analysis to emerging intercultural and interdisciplinary business problems;
3. Critique contemporary organisational or professional practice in the light of relevant theory, demonstrating their capacity as a reflective practitioner, scholar, leader and life-long learner;
4. Critically evaluate business research studies in order to assess their quality and applicability in improving effective handling of business problems;
5. Demonstrate exemplary

- oral and written communication skills relevant to translating complex research findings into business practice;
6. Identify, analyse and evaluate internal and external environmental influences on organisations in order to adapt and develop effective plans for the management of change and development, demonstrating social inclusivity, responsibility and authoritative and ethical judgment; and
7. Generalise and apply creative and innovative ideas or solutions within contemporary global business environment.

**Class Contact:** Regular meetings with academic supervisor and participation in agreed research professional development activities.

**Required Reading:** Materials for use in and out of supervision will be provided using VU Collaborate.

**Assessment:** Throughout, the student will demonstrate substantial progress through formal meetings with their supervisors, who will provide feedback, and through annual progress monitoring, a written formal progress report. On completion, the dissertation will be assessed by a panel of examiners. The dissertation should demonstrate deep engagement with research, the capacity to formulate and investigate complex problems in business, and the ability to clearly communicate research findings within a word length of between 45,000 and 60,000. Thesis, Research Thesis, Pass/Fail.

### **BBA8905 Thesis (DBA) (Part-Time)**

**Locations:** City Flinders.

**Prerequisites:** Students must have successfully passed 96 credit points in the DBA coursework to progress to the Research Component of the degree.

**Description:** The unit has been designed with the objective of producing graduates with the capacity to conduct research independently at a high level of originality and quality in the field of business studies. As the research component of the DBA, the unit has been developed for students who have successfully completed a year of research foundation studies in the coursework component of the DBA. The unit requires the students to demonstrate an ability to identify and apply appropriate modes of analysis, evaluation and comparative critical frameworks to a chosen research plan, and to communicate their research findings in the form of a final thesis. A satisfactory pass of the thesis by a panel of examiners forms the sole criteria for awarding the DBA.

**Credit Points:** 24

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Contextualise and apply relevant theoretical knowledge to undertake rigorous research at the doctoral level into contemporary business problems, and contribute to original knowledge, theory and practice in business;
2. Critically review a range of quantitative and qualitative business-oriented methods to determine and adapt appropriate methods for data collection and analysis to emerging intercultural and interdisciplinary business problems;
3. Critique contemporary organisational or professional practice in the light of relevant theory, demonstrating their capacity as a reflective practitioner, scholar, leader and life-long learner;
4. Critically evaluate business research studies in order to assess their quality and applicability in improving effective handling of business problems;
5. Demonstrate exemplary oral and written communication skills relevant to translating complex research findings into business practice;
6. Identify, analyse and evaluate internal and external environmental influences on organisations in order to adapt and develop effective plans for the management of change and development, demonstrating social inclusivity, responsibility and authoritative and ethical judgment; and
7. Generalise and apply creative and innovative ideas or solutions within contemporary global business environment.

**Class Contact:** Regular meetings with academic supervisor and participation in agreed

research professional development activities.

**Required Reading:** Materials for use in and out of supervision will be provided using VU Collaborate.

**Assessment:** Throughout, the student will demonstrate substantial progress through formal meetings with their supervisors, who will provide feedback, and through annual progress monitoring, a written formal progress report. On completion, the dissertation will be assessed by a panel of examiners. The thesis should demonstrate deep engagement with research, the capacity to formulate and investigate complex problems in business, and the ability to clearly communicate research findings within a word length of between 45,000 and 60,000. Thesis, Research Thesis, Pass/Fail.

### BBB3001 Co-Operative Education 1

**Locations:** Online.

**Prerequisites:** Prior approval/authorisation from the Work Integrated Learning Department must be received before students can enrol in this unit. Students should refer to staff in the Centre for Work Integrated Learning, College of Business, by email to [wil.business@vu.edu.au](mailto:wil.business@vu.edu.au) (or at G302 @ FP, or FS 1047 @ CF) for further information relating to registration and preparation for the WIL Program as well as details on the established criteria and procedures for enrolment and successful completion.

**Description:** Students taking Cooperative Education 1 will engage in critical reflection on their full-time professional work experience of five months in light of ongoing critical engagement with a coherent body of academic knowledge. Specifically, students will complete the unit having critically reviewed and reflected upon the professional experiences, skills and knowledge they have developed in their work placement. Furthermore, they will have reflected upon areas for continuing professional development and will have developed a career portfolio to facilitate further professional learning and development. The unit will support students' effective, responsible and ethical engagement in networks and with professional contacts within their chosen industry sector. A range of assessed online activities and a site visit by a Work Integrated Learning Officer will facilitate guidance, assessment and feedback on learning. All activities for this Unit must be pre-approved and authorised by the respective Work Integrated Learning - Workplace - Co-ordinator. Credit will not be approved retrospectively for unauthorised activities.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review their own technical, analytical and interpersonal skills in relation to those required by their chosen profession or employer to facilitate adaptable and capable workplace skills development;
2. Critically reflect upon areas for professional skills development and exhibit responsibility and accountability for engagement in ongoing development in professional learning in their chosen field with reference to the skills gaps identified;
3. Present a clear, coherent and independent exposition of their professional experiences and skills as well as a broad and coherent body of knowledge in the form of career portfolio;
4. Advocate strategies for effective, responsible and ethical engagement in networks and with professional contacts within their chosen industry sector; and
5. Access, evaluate and analyse a coherent body of academic knowledge as a basis for effective engagement in lifelong workplace learning.

**Class Contact:** This unit will be delivered online, and where practical, supported by site visits by Work Integrated Learning Officers.

**Required Reading:** DuBrin, Andrew J., 2015 12th Ed Human Relations: Interpersonal Job-Oriented Skills, New Jersey, Prentice Hall Quinn, R., Faerman, S., Thompson, M., McGrath, M. and Clair, C. 5 Becoming a Master Manager Wiley A compendium of readings available online via VU Collaborate.

**Assessment:** Report, Situation Analysis Report, 20%. Journal, Reflective E-journal, 40%. Report, Self-appraisal Report, 40%. Students are required to undertake workplace-based activities of a minimum of 5 months full time approved discipline related industry experience, evidenced by documentation from the employer.

### BBB3002 Co-Operative Education 2

**Locations:** Online.

**Prerequisites:** BBB3001 Co-operative Education 1, or BBB3100 Business Integrated Learning. Prior approval/authorisation from the Work Integrated Learning Department must be received before students can enrol in this unit. Students should refer to staff in the Centre for Work Integrated Learning, College of Business, by email to [wil.business@vu.edu.au](mailto:wil.business@vu.edu.au) (or at G302 @ FP, or FS 1047 @ CF) for further information relating to registration and preparation for the WIL Program as well as details on the established criteria and procedures for enrolment and successful completion.

**Description:** Students will reflect on their capacity for effective collaboration within a five month multidisciplinary full-time professional work experience. This critical reflection will focus upon their professional identity and how they participate in effective resolution of contemporary workplace-based professional challenges. The dynamic of personal as well as professional dimensions will be appraised in specific contexts. Through the compilation of a career portfolio, students will structure corroborating evidence of the maturation of their skills and capabilities for contemporary, ethical professional practice. This maturation of situation-appropriate professional practice will be located within a helicopter view of networks and professional contacts for sustaining professional capacity and develop careers within their industry sector. All activities for this Unit must be pre-approved and authorised by the respective Work Integrated Learning - Workplace - Co-ordinator. Credit will not be approved retrospectively for unauthorised activities.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Negotiate their own professional role in a multi-disciplinary team/workplace exemplifying the values inherent in their professional identity, and reflecting on the role that culture, values and individual dispositions have in achieving the team's goals;
2. Devise and apply constructive strategies to successfully resolve professional and interprofessional conflicts, including deconstruction of workplace conflict and the negotiated, collaborative, development of acceptable solutions;
3. Structure corroborating evidence of the maturation of personal and professional skills advocated for an ethical, contemporary professional in their chosen sector in a reflective, evidence-based career portfolio;
4. Conceptually map the personal benefits of developing and sustaining networks and professional contacts within their chosen industry sector; and
5. Persuasively present a clear, coherent and independent report exemplifying critical thinking, effective decision-making and professional judgement in the recommendation of context-specific resolutions to contemporary work-based challenges.

**Class Contact:** This unit will be delivered online, and where practical, supported by site visits by Work Integrated Learning Officers.

**Required Reading:** DuBrin, Andrew J., 2015 12th Ed Human Relations: Interpersonal Job-Oriented Skills, New Jersey, Prentice Hall Quinn, R., Faerman, S., Thompson, M., McGrath, M. & Clair, C. 2010 5th edn Becoming a Master Manager Wiley A compendium of readings available online via VU Collaborate.

**Assessment:** Report, Career Plan Report, 20%. Journal, Reflective E-journal, 40%. Portfolio, Evidence-based Career Portfolio, 40%. Students are required to undertake workplace-based activities of a minimum of 5 months full time approved discipline related industry experience, evidenced by documentation from the employer.

## BBB3100 Business Integrated Learning

**Locations:**Online.

**Prerequisites:**Prior approval/authorisation from the Work Integrated Learning Department must be received before students can enrol in this unit. Students should refer to staff in the Centre for Work Integrated Learning, College of Business, by email to wil.business@vu.edu.au (or at G302 @ FP, or FS 1047 @ CF) for further information relating to registration and preparation for the WIL Program as well as details on the established criteria and procedures for enrolment and successful completion.

**Description:**Students will reflect on one or more approved Learning in the Workplace activities totalling 150 industry contact hours as the basis for their studies in this unit. These activities may be either short-term workplace assignments, projects, internships or "practicums", part-time or casual employment or voluntary work in a course-relevant industry sector. During their studies, students will: Explore their workplace context by examining a typical organisational structure and identifying their individual role/s as an active member within the organisation as well as that organisations position within the respective profession and/or industry; Develop an understanding of the broad issues relating to the transition to the professional workplace, including workplace culture, professional etiquette and communications; Critically evaluate their own technical and generic skills against those required by their host organisation/s; Gather evidence of their experiences and skills development for integration into a career portfolio; Reflect on the integration of their academic and workplace learning. All activities for this unit must be pre-approved and authorised by the respective Work Integrated Learning, Workplace Co-ordinator. Credit will not be approved retrospectively for unauthorised activities.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Critically evaluate their own technical and generic skills in relation to those required by their chosen profession or employer; 2. Diagnose areas of personal and professional skills development and develop appropriate strategies to address the skills gaps identified; 3. Gather evidence of their experiences and skills and discriminate between alternatives for inclusion in a career portfolio; 4. Initiate the development of networks and professional contacts within their chosen industry sector; and 5. Critically reflect on the integration of their academic and workplace learning.

**Class Contact:**This unit will be delivered online, and where practical, supported by site visits by Work Integrated Learning Co-ordinators.

**Required Reading:**DuBrin, Andrew J., 2015 12th Ed Human Relations: Interpersonal Job-Oriented Skills, New Jersey, Prentice Hall

**Assessment:**Report, Situational Analysis Report, 20%. Journal, Reflective E-Journals, 40%. Report, Career Plan Report and Self Appraisal, 40%. Students are required to undertake a minimum of 150 hours of approved industry experience, accompanied by evidence from the employer/host organisation.

## BBB4001 Business Research Methods

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**Nil.

**Description:**The purpose of the unit of study is to provide students with a firm foundation from which they can undertake a research problem. For the duration of the semester guidance will be given to students for the identification of a research problem. Instruction will be provided which will enable students to perform effective literature reviews. Students will be presented with various models of methodology and assist with designing an appropriate method for their research. Students will be trained in the analysis and presentation of results, exposition of processes and

methods used and conclusions drawn. Guidelines outlining the preparation and writing of a research thesis will be provided at the conclusion of semester.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically review basic research construction and evaluation and demonstrate discipline-appropriate application of research terminology; 2. Justify the use of research methodologies as relevant to particular examples of social and business research investigations; 3. Conceptually map the research process, identifying researchable problems and developing a defensible conceptual framework for research; 4. Conduct critical reviews of research output; 5. Discriminate and theorise about the applicability and limitations of experimental, survey and case study research; and 6. Prepare and critically evaluate research proposals and plan the research process.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Articles and case studies.Cooper, D. R. and Schindler, P. C., 2014 12th ed Business Research Methods: A Managerial Approach McGraw Hill Irwin, NewYork, NY

**Assessment:**Literature Review, Literature survey write-up, 35%. Research Paper, Initial research project proposal, 65%.

## BBB4002 Contemporary Business Research

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study introduces students to concepts and procedures associated with sources of knowledge. In particular, it considers empiricism, which attempts to describe, explain and make predictions based on observations of the real world. It will deal with the collection of valid and appropriate data relevant to specific research questions, and will explore, at an advanced level, a range of qualitative and quantitative methodologies.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Identify and explain the link between research paradigms and conceptual issues in research; 2. Critique scholarly articles and highlight the characteristics of an effective literature review; 3. Isolate a research problem and initiate and develop appropriate research questions to resolve it; 4. Characterise the range of research methods available to the business researcher; 5. Assemble and present an appropriate rationale for the use of a particular research method; and 6. Design a research project and propose an appropriate research framework to support it.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**A current reading list will be provided at the commencement of the unit.

**Assessment:**Presentation, Individual research projects and presentations, 70%. Examination, Examination, 30%.

## BBB4003 Honours Research Thesis

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**Nil.

**Description:**Students are required to complete a research thesis of 10,000-12,500 words based on the proposal developed in the unit of study BBB4001 Business Research Methods. Students are also required to present one one-hour seminar on their research work as part of the assessment.

**Credit Points:** 48

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Assemble, appraise and apply information in way appropriate to the conduction of

an honours degree level research project; 2. Organise skill sets needed to present a formal written thesis; and 3. Demonstrate a reasoned understanding of the depth and breadth of knowledge and skills associated with a particular research area.

**Class Contact:**The research process will be monitored by regular meetings with the supervisor in light of the agreed-upon project proposal.

**Required Reading:**The student's selection and preparation of a detailed literature review of books/articles is an integral component of the honours year. This will inform the direction of the applied research project, to be undertaken in the workplace or community, in their discipline area.

**Assessment:**Thesis, Written Thesis, 85%. Presentation, Seminar Presentation, 15%.

## BBC1001 Business and Finance Ethics

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit promotes ethical awareness in business decision making processes by advocating the highest standards of ethics and education for the ultimate benefit of society. High ethical standards are critical to maintaining the public's trust in financial markets and the investment profession. The unit helps to foster an environment where business situations with potentially unethical dimensions can be openly discussed and resolved to the best interests of all concerned. Students will be able to competently and responsibly arrive at well-informed and ethically conscious decisions. The unit has a practical orientation, using the CFA Institute Code of Ethics and Standards of Professional Conduct as a guide.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Integrate conceptual understandings of integrity, competence, diligence, and respect to arrive at appropriate investment and financial decision making;
2. Advocate a position where personal integrity to clients, and that of the financial profession in general, is placed above one's own interests, and incorporates consideration of divergent and complex cultures of Australia and globally;
3. Exhibit professional judgement by adopting an ethical outlook when conducting analysis and making recommendations based on real-life situations and cases; and
4. Demonstrate a capacity to apply and promote the integrity and viability of the global capital markets for the ultimate benefit of society.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Required texts are downloadable from the CFA Institute website Chartered Financial Analyst (CFA) 10th edition Standards of practice handbook USA: CFA Institute Chartered Financial Analyst (CFA). 2010 CFA Institute Code of Ethics and Standards of Professional Conduct USA: CFA Institute

**Assessment:**Case Study, Major Case Study Report, 40%. Case Study, Classroom case studies, 30%. Examination, Final Exam, 30%.

## BBC1002 Data Analysis for Financial Markets

**Locations:**City Flinders.

**Prerequisites:**Nil

**Description:**The focus of this unit is to expose students to statistical techniques that are specific to the areas of finance. Students will examine and adopt key data analysis principles commonly used in the business world for analysing financial market data. Techniques such as ratio analysis, correlation, regression and time-series analysis will be applied in the context of real-world empirical problems. The application of real-world empirical problems provides students with a competitive edge in the world of professional business practice.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse and interpret financial data in order to substantiate recommendations or conclusions;
2. Apply appropriate techniques to model financial data and test various financial hypotheses;
3. Identify and apply the personal competencies necessary for undertaking appropriate real-world financial analysis in order to promote lifelong learning; and
4. Collaborate effectively with and influence others to achieve group outcomes while exhibiting accountability for individual responsibilities within the group.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Koop, G. (2005). Analysis of Financial Data United Kingdom: John Wiley & Sons. Tsay, R.S. (2010). 3rd edition Analysis of Financial Time Series New Jersey: John Wiley & Sons.

**Assessment:**Assignment, Group assignment - Probability distributions, 10%.

Assignment, Group assignment - Correlation analysis, 15%. Assignment, Group assignment - Regression analysis, 15%. Examination, Final Examination - 3 hour all topics, 60%.

## BBC2001 Financial Econometrics

**Locations:**City Flinders.

**Prerequisites:**BBC1002 - Data Analysis for Financial Markets

**Description:**The focus of this unit is high level evidence based decision making. Students will examine and adopt fundamental econometric principles and contemporary techniques commonly used in the business world for analysing financial data. Real world business problems will set the context for the analysis, requiring students to interrogate data sources, using strategies such as the specification, estimation and testing of asset pricing models. The use of the EViews program, which is widely used in the commercial world, provides students with a competitive edge in the world of professional business practice.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically analyse and interpret the distribution of financial data within the share market context, and substantiate recommendations or conclusions;
2. Apply appropriate time-series and econometric models in order to test various financial hypotheses;
3. Emulate authentic decision making to effectively model and predict volatility in financial data, perform Value-at-Risk calculations, and to effectively model the long-run relationships between financial time series and macroeconomic factors;
4. Identify, evaluate and apply the personal competencies necessary for econometric modelling and simulation analysis using the EViews program, which is widely used in the commercial world, in order to promote lifelong learning and pathways to further learning; and
5. Collaborate effectively with and influence others to achieve group outcomes while exhibiting accountability for individual responsibilities within the group.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Carter Hill, R., Griffiths, W.E. & Lim, G.C. (2012). Introductory Econometrics for Finance, (4th edition). United Kingdom: John Wiley & Sons.

**Assessment:**Assignment, Group assignment - Distribution of Asset Returns, 10%.

Assignment, Group assignment - Volatility modelling, 15%. Assignment, Group assignment - Simulation analysis, 15%. Examination, Final Examination - 3 hour all topics, 60%.

## BBC2002 Financial Markets and Instruments

**Locations:**City Flinders.

**Prerequisites:**BE01103 - Microeconomic Principles BE01104 - Macroeconomic Principles BE01105 - Economic Principles BE01103 and BE01104 for BBCO Bachelor of Commerce (Applied Finance) and BBLC Bachelor of Commerce (Applied

Finance)/Bachelor of Laws BEO1105 for Bachelor of Business

**Description:**The focus of this unit is to provide high level knowledge to enhance students' understanding of the financial markets, institutions and instruments. Students will identify and critically examine alternative financial investments and financial innovation products. The unit will provide students with the tools to constructively critique the function and relationship of financial market regulations and instruments on the economy. The unit will identify and promote the analytical skills required to recognise and solve increasingly complex problems pertaining to debt markets, equity markets, foreign exchange markets and derivative markets.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Integrate conceptual and practical understandings of financial markets and instruments in order to analyse the manner in which financial markets operate;
2. Critically review, analyse and apply theoretical and technical knowledge with initiative and judgement in order to commentate on financial markets and instruments in a social, political and/or ethical context;
3. Evaluate and apply technical knowledge to identify and solve complex and unpredictable financial business problems;
4. Analyse, and synthesise knowledge of firm valuation techniques in order to exhibit professional judgement with respect to equity, debt and derivative investment decisions;
5. Elucidate a clear, coherent and independent exposition of knowledge in written form; and
6. Collaborate effectively in an ethical and socially responsible manner to influence others in the achievement of group outcomes while exhibiting accountability for individual responsibilities within the group.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Viney, C. and Phillips, P. (2012). *Financial institutions, instruments and markets*, (7th edition). North Ryde, NSW: McGraw-Hill Australia.

**Assessment:**Test, Mid-Semester Test, 20%. Assignment, Group assignment, 20%. Examination, Final Exam, 60%.

## BBC2005 Doing Business in China

**Locations:**City Flinders.

**Prerequisites:**BEO1252 - International Business Context

**Description:**As the Chinese economy grows, so too does its importance in the global marketplace. Effectively engaging with China's business and economy require a diverse set of skills, including a thorough understanding of Chinese history, society and culture, and how these influence contemporary business practices. This unit introduces students to Chinese social, political, legal and economic systems. It examines the business environment with a focus on developing practical skills and knowledge of Chinese business practices, including business culture and communications, business negotiation, organisational structure, and decision making. The unit focuses on providing a deeper understanding of China, taking a broader holistic view by engaging multidisciplinary expertise to further enhance graduate capabilities in working in China and/or negotiating with Chinese businesses.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Contextualise the historical, political, legal, economic and socio-cultural aspects of China's business environment in relation to Chinese business organisations and management practices;
2. Critically review the contemporary business environment in China and other countries, and its implications for foreign firms and managers;
3. Synthesise multidisciplinary theories and models as they apply to modern Chinese business landscapes;
4. Work in diverse teams to deliver stated goals and objectives;
5. Critically evaluate the issues confronted by firms doing business in the China, and investigate the uniqueness of the Chinese market,

organizations, and social structure in developing market entry strategies; and

6. Deliberate on cross-border international business management approaches and strategies in China.

**Class Contact:**Seminar 3.0 hrs

**Required Reading:**Selected journal articles and contemporary international business case studies sourced from international business journals, including: *The Economist*, *Asia Pacific Business Review*, *Journal of Asia-Pacific Business*. Readings will be provided to students via VU Collaborate.

**Assessment:**Test, Multiple choice and short answer tests, 30%. Case Study, Case analyses report (2000 words), 50%. Presentation, Case analyses oral presentation, 20%.

## BBC3001 Valuation of Securities

**Locations:**City Flinders.

**Prerequisites:**BA03307 - Corporate Finance BA02202 - Financial Accounting

**Description:**The focus of this unit is high level decision making in authentic business contexts. It supports students in their identification and refinement of analytical skills to recognise and solve increasingly complex finance problems. Students will explore a variety of quantitative and fundamental analysis techniques, models used in the business world, to determine valuation and selection of debt and equity securities for institutional equity portfolios.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critique conceptual understandings of alternative firm valuation models and approaches;
2. Discriminate and justify the use of a range of valuation techniques (e.g. discounted cash flow models) to determine the fair value of a firm operating within a sustainable model and identified market constraints;
3. Communicate an independent exposition of knowledge and skills on security valuation analysis and trading recommendations via a professionally written report;
4. Critically review theoretical and technical knowledge to advocate business strategies and activities that create value in both local and global contexts;
5. Exhibit professional judgement by appropriately evaluating the determinants of firm multiples like P/B and P/E ratios; and
6. Collaborate effectively with and influence others to achieve group outcomes while exhibiting accountability for individual responsibilities within the group.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Veronesi, P. (2011). *Fixed income securities: Valuation, risk and risk management*, Chicago: John Wiley & Sons. Damodaran, A (2012). *Investment valuation: Tools and techniques for determining the value of any asset*, (3rd edition), Chicago: John Wiley & Sons.

**Assessment:**Test, Mid-Semester Test, 15%. Assignment, Security valuation and trade recommendation, 25%. Examination, Final Examination - 3 hour all topics, 60%.

## BBC3002 Portfolio Management

**Locations:**City Flinders.

**Prerequisites:**BA03307 - Corporate Finance BA02202 - Financial Accounting

**Description:**The focus of this unit is to provide students with advanced knowledge of the essential theories, and their application, to the practice of portfolio management. Students will develop the high level analytical skills required to solve increasingly complex portfolio evaluation problems. Real world financial data will be used to construct and manage a diversified institutional portfolio.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Deduce, evaluate and apply conceptual understandings of portfolio management

and various valuation techniques to design an optimal investment portfolio; 2. Exhibit contemporary professional practice by emulating authentic decision making in the management of a portfolio according to a specified set of objectives; 3. Critically review, analyse and apply theoretical and technical knowledge to compare equity and fixed-income portfolio management strategies and styles; 4. Apply personal and interpersonal competencies necessary to design, operate and manage an asset allocation scheme for a portfolio; 5. Critically assess the performance of actively and passively managed portfolios; 6. Advocate recommendations, providing substantiating evidence based analytical reviews of alternative options relating to portfolio management in both oral and written form; and 7. Collaborate effectively in an ethical and socially responsible manner to influence others in the achievement of group outcomes while exhibiting accountability for individual responsibilities within the group.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Maginn, J.L., Tuttle, D.L., Pinto, J.E and McLeavey, D.W. (2007). *Managing Investment Portfolios: A Dynamic Process*, (3rd edition). CFA Institute Investment Series, Wiley and Sons.

**Assessment:**Test, Mid-Semester Test, 15%. Assignment, Group Assignment - Managing portfolios, 25%. Examination, Final Examination - 3 hour all topics, 60%.

### BBC3003 Bachelor of Commerce Study Tour

**Locations:**City Flinders, Domestic or International locations as specified in each program..

**Prerequisites:**Must have successfully completed at least 16 units of study in the BCom course

**Description:**This unit is designed for students undertaking their last year of the Bachelor of Commerce (Applied Finance) in the College of Business. The BCom Study Tour is a short-term intensive domestic and overseas study tour during summer semester. It blends formal study with experiential learning spanning Sydney, Hong Kong and Shanghai or Sydney and New York or Sydney and London (depending on year of offer). The Study Tour is designed to enhance students' knowledge and appreciation of the international financial markets, institutions and instruments, as well as monetary systems. Students will also gain a firsthand understanding of international organisations and application of financial techniques/theories across cultures (e.g., financing and risk management decisions of multinational corporations) through immersion in a foreign country, participation in academic seminars conducted by academics of partner institutions, industry visits, group work, and cultural activities. This unit will involve three parts: Pre-embarkation - One week on-campus study involving a series of seminars aiming to equip students to act appropriately and professionally on the institutional visits, and to communicate effectively and ask salient, insightful questions. Students will also develop analytical skills to probe, critically review, decode and evaluate culturally significant practices. Study tour - One week domestic study tour and two weeks international study tour comprising of visits and interviews as well as cultural activities. Post-tour reflection - Students are given one week to complete and submit their Reflective Journal/Report.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Critically reflect upon the workings of the financial systems and institutions of other cultures and societies through experiential learning; 2. Critically analyse the historical, political and social developments of other cultures to enable effective financial decision making reflecting these contextual factors; 3. Synthesise industry and practitioner's insights on the challenges of doing business with other cultures to formulate a feasible business entry or expansion strategy; 4. Employ

analytical skills to probe, critically review and evaluate culturally significant factors affecting the overseas business environment; 5. Critically commentate upon the role of culture in ethical decision making or problem solving; and 6. Advocate their recommendations in both written and oral form to socially and culturally diverse audiences.

**Class Contact:**Equivalent to a quarter of a semester's load of full-time study. Unit of study is equal to 12 credit points. Format of classes and other learning activities and experiences will be negotiated for each specific program.

**Required Reading:**Readings will be dependent on specific Study Tour

**Assessment:**Journal, Two reflective journals completed during study tour, 40%. Report, Report reviewing cultural and contextual developments, 10%. Report, Report summarising key learning acquired from study tour, linking finance theories and principles, 50%. The above assessments have a total equivalent word count of 5,000 words.

### BBC3004 Green Economy

**Locations:**City Flinders.

**Prerequisites:**BEO1103 - Microeconomic Principles

**Description:**The environment and economy are interconnected. The natural environment provides resources such as energy, metals, forests and fisheries as inputs into the production of many goods, the production and consumption of which generate considerable environmental waste. This unit examines the complex intersection of international trade, the green economy and sustainable development. Globalisation, economic growth, and rising populations and living standards are placing greater pressure on the environment, highlighting the need for a coordinated approach to economic and legal frameworks, renewable energy, water and waste management, clean technologies, and sustainable agriculture, forests and fisheries. We examine policy and market solutions to these challenges utilising concepts such as public goods, externalities, market failure and property rights.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Synthesise the complex nexus between international trade, the green economy and sustainable development;
2. Critically analyse and contribute to contemporary debates on the environmental impact of globalisation and economic growth;
3. Evaluate national policies on energy markets, waste management and renewable resources;
4. Examine and evaluate international initiatives for more sustainable development to improve living standards and reduce environmental impacts; and
5. Critically evaluate the trade-offs of Green Economy initiatives within national and international social, economic and political contexts.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Anderson, David A (2014) 4th ed. *Environmental Economics and Natural Resource Management* Routledge.

**Assessment:**Test, Short answer/Multiple choice (1 hour), 20%. Case Study, Case study (2000 words), 40%. Examination, Final Exam (3 hours) , 40%.

### BBC3005 China in the World Economy

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**BEO1252 - International Business Context

**Description:**The emergence and rapid growth of China, and large corporate enterprises within other Asian countries, has given rise to the notion of the Asian Century, one in which China and the Asia-Pacific region is emerging as a major arena for international business and trade. This unit examines the rise of China in the global economy and its impact on international business, trade and investment, and global economic growth. It analyses China's economic integration into the world economy

and the challenges of increased competitiveness on other major economies. In addition, it examines how China's participation in regional trade agreements and multilateral agencies such as the WTO has opened up opportunities for trade, investment, and international cooperation, with a particular focus on relations with the USA, EU, Australia and ASEAN. It also provides a strategic perspective on issues facing multinational and domestic enterprises in China, with insights into successful business models.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Interrogate the economic structure of the Chinese economy, policy reform and international integration strategies;
2. Critically review the drivers of economic growth and development of the Chinese economy, the sustainability of the current development model from an economic and environmental perspective;
3. Critically evaluate trade, investment, labour mobility, technology transfer and the integration of China with key trading partners such as the USA, EU, Australia and ASEAN;
4. Develop a strategic perspective on issues facing multinational and domestic enterprises in China, with insights into successful business models; and
5. Advocate and identify opportunities and challenges for Australian businesses engaging with China with accountability and an evidence base.

**Class Contact:** Seminar 3.0 hrs Business.

**Required Reading:** Selected journal articles and contemporary international business case studies sourced from international business journals, including: *The Economist*, *Asia Pacific Business Review*, *Journal of Asia-Pacific Business*. These readings will be provided to students via VU Collaborate.

**Assessment:** Test, Multiple choice and short answer (1 hour), 20%. Case Study, Case analyses (2000 words), 40%. Examination, Final Exam (2 hours), 40%.

### BBM8900 Business and Management (Full-Time)

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** The Doctor of Philosophy (PhD) at Victoria University is VU's Doctoral Degree (Research) program, and qualifies individuals who acquire and apply a substantial body of knowledge to research, investigate and develop new knowledge, in one or more fields of investigation or scholarship. This unit contributes to the research student's progress towards the production of a thesis in an approved thesis format for independent examination by at least two external expert examiners of international standing. In this unit of study the student will be expected to demonstrate progress towards thesis completion as per the Learning Outcomes and procedures outlined as part of the university's Higher Degrees by Research Policy.

**Credit Points:** 48

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Expert understanding of a substantial body of theory and its practical application at the frontier of a field of work or learning, including substantial expert knowledge of ethical research principles and methods applicable to the field;
2. Intellectual independence and cognitive skills to undertake a systematic investigation, reflect critically on theory and practice and evaluate existing knowledge and ideas, including identifying, evaluating and critically analysing the validity of research studies and their applicability to a research problem;
3. Expert cognitive, technical and creative skills to design, develop and implement a research project/s to systematically investigate a research problem; to develop, adapt and implement research methodologies to extend and redefine existing knowledge; and to manage, analyse, evaluate and interpret data, synthesising key ideas and theorising within the context of key literature;
4. Expert communication skills to explain and critique theoretical propositions, methodologies and conclusions; to disseminate and promote

new insights; and to cogently present a complex investigation of originality, or original research, both for external examination and to specialist (eg. researcher peers) and non-specialist (industry and/or community) audiences through informal interaction, scholarly publications, reports and formal presentations;

5. Capacity to reflect on, develop and evaluate strategies for achieving their own learning and career goals;
6. Intellectual independence, initiative and creativity in new situations and/or for further learning;
7. Ethical practice and full responsibility and accountability for personal outputs; and
8. Autonomy, authoritative judgment, adaptability and responsibility as an expert and leading scholar.

**Class Contact:** Regular meetings with supervisor and participation in agreed research professional development activities.

**Required Reading:** To be determined in consultation with the supervisors.

**Assessment:** Thesis, Research Thesis, Pass/Fail. The student will demonstrate substantial progress towards completion of the research thesis through formal meetings with their thesis supervisors, who will provide formative feedback. The unit will be internally assessed by the supervisory team, the College and University through 6- or 12-monthly progress reports. On completion, the thesis will be assessed through independent examination by at least two external expert examiners of international standing.

### BBM8901 Business and Management (Part-Time)

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** The Doctor of Philosophy (PhD) at Victoria University is VU's Doctoral Degree (Research) program, and qualifies individuals who acquire and apply a substantial body of knowledge to research, investigate and develop new knowledge, in one or more fields of investigation or scholarship. This unit contributes to the research student's progress towards the production of a thesis in an approved thesis format for independent examination by at least two external expert examiners of international standing. In this unit of study the student will be expected to demonstrate progress towards thesis completion as per the Learning Outcomes and procedures outlined as part of the university's Higher Degrees by Research Policy.

**Credit Points:** 24

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Expert understanding of a substantial body of theory and its practical application at the frontier of a field of work or learning, including substantial expert knowledge of ethical research principles and methods applicable to the field;
2. Intellectual independence and cognitive skills to undertake a systematic investigation, reflect critically on theory and practice and evaluate existing knowledge and ideas, including identifying, evaluating and critically analysing the validity of research studies and their applicability to a research problem;
3. Expert cognitive, technical and creative skills to design, develop and implement a research project/s to systematically investigate a research problem; to develop, adapt and implement research methodologies to extend and redefine existing knowledge; and to manage, analyse, evaluate and interpret data, synthesising key ideas and theorising within the context of key literature;
4. Expert communication skills to explain and critique theoretical propositions, methodologies and conclusions; to disseminate and promote new insights; and to cogently present a complex investigation of originality, or original research, both for external examination and to specialist (eg. researcher peers) and non-specialist (industry and/or community) audiences through informal interaction, scholarly publications, reports and formal presentations;
5. Capacity to reflect on, develop and evaluate strategies for achieving their own learning and career goals;
6. Intellectual independence, initiative and creativity in new situations and/or for further learning;
7. Ethical practice and full responsibility and



accountability for personal outputs; and 8. Autonomy, authoritative judgment, adaptability and responsibility as an expert and leading scholar.

**Class Contact:**Regular meetings with supervisor and participation in agreed research professional development activities.

**Required Reading:**To be determined in consultation with the supervisors.

**Assessment:**Thesis, Research Thesis, Pass/Fail. The student will demonstrate substantial progress towards completion of the research thesis through formal meetings with their thesis supervisors, who will provide formative feedback. The unit will be internally assessed by the supervisory team, the College and University through 6- or 12-monthly progress reports. On completion, the thesis will be assessed through independent examination by at least two external expert examiners of international standing.

## BCO1046 Computer Systems

**Locations:**Footscray Park, VU Sydney.

**Prerequisites:**BCO1102 - Information Systems for Business

**Description:**The computer system has evolved quite rapidly over the last 60 years, yet many of the fundamental concepts are still based on original architectures. While many people utilise computer systems in their day to day activities, it is essential that the IT professional has a basic understanding of these fundamental concepts and the operation of the computer system in the modern digital environment. This unit aims to give students an overview of computer systems architecture, the role and use of operating systems on different platforms, and networking topologies.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Understand the basic principles of computer architecture; 2. Conceptualise the underlying representation of data within the computer; 3. Identify various techniques used by different peripheral devices for operating in the computer environment; 4. Understand basic hardware operation and diagnostic tools; 5. Utilise various user interfaces; 6. Identify and evaluate different file management systems utilised by operating systems; 7. Understand the basics of data communications; and 8. Demonstrate a knowledge of computer systems commands.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Englander, I 2009, 4th edn, The Architect of Computer Hardware and System Software: An Information Technology approach, John Wiley & Sons, Inc, USA.

**Assessment:**Presentation, Prepare and participate in presentation., 10%. Project, Group or Individual, 25%. Tutorial Participation, Reflection and discussion., 5%. Test, Semester Test, 10%. Examination, Final Examination, 50%.

## BCO1048 Introduction to Business Systems Development

**Locations:**Werribee, Footscray Park.

**Prerequisites:**BCO1102 - Information Systems for Business

**Description:**This unit aims to provide students with an understanding of the importance of first determining business needs, problems and opportunities, when developing business systems. It will introduce the concept of computer based information systems and the characteristics of different business systems. Students will also be introduced to a range of techniques used in the development of business systems. The unit will provide practical skills in the development of computer based information systems. Students will have an understanding of the roles and responsibilities of the stakeholders in the development of a business system.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse the roles and responsibilities of the stakeholders in the development of a computer based information system (CBIS); 2. Analyse the systems development life cycle and various system development methodologies; 3. Explain the importance of the problem definition and planning when developing systems; 4. Apply analysis, design and implementation concepts to solve real world problems; and 5. Apply practical skills and competencies necessary to develop computer based information systems.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Satzinger, J, Jackson, R, Burd, S 2009, 5th edn, Systems Analysis and Design in a Changing World, Course Technology, Cengage Learning, Boston, USA.

**Assessment:**Exercise, Tutorial Exercises, 20%. Assignment, Individual Assignment, 15%. Assignment, Group Assignment, 25%. Examination, Final Exam, 40%.

## BCO1049 Business Process Modelling

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**BCO1102 - Information Systems for Business

**Description:**This unit examines the modeling of fundamental business processes within an organisation, and the importance of these processes in the organisations functioning. Students will begin by undertaking a process view of organisations and the use of modelling techniques to describe those processes. In particular students will examine Sales and Distribution, Procurement, Fulfilment and Manufacturing Management and how these processes interact. Students will examine industry standard information systems and products used to support these processes and additionally will examine the roles of the different stakeholders, the data and forms used in the processes, the flow of activities in completing the processes and how an information system supports a business process.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Map the process interactions between various organisational functional structures annotating how fundamental business processes including Sales and Distribution, Procurement, Fulfilment and Manufacturing Management generate information; 2. Investigate how information is distributed and used within an organisation; 3. Articulate how contextual analysis informs personal interpretations or conceptualisations of relatively complex business process modelling problems; 4. Analyse how an information system is used to support business process improvement; and 5. Develop the models and clear, coherent documentation necessary to support a business process, to meet the business and cultural requirements of a specified organisation.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Selected readings will be made available via the unit VU Collaborate site.

**Assessment:**Assignment, Business Processes Theory, 25%. Assignment, Business Process Application, 20%. Assignment, Business Process Modelling, 15%.

Examination, Final Examination, 40%. -The exam is a hurdle requirement as the learning outcomes associated with the final exam are considered to be critical to the student's progression in this unit. -To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

## BCO1102 Information Systems for Business

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit introduces students to the fundamental concepts, issues and

benefits of information systems to organisations and individuals. Students investigate the nature and types of information systems, their impact on business processes, and how these systems and processes contribute towards an organisations competitive advantage. The unit commences by examining the characteristics of good information and how it supports sound decision making. Students develop skills in the management of data and information through the use of personal productivity tools. Through a range of activities in lectures and tutorials students are able to work collaboratively to research and communicate their understanding of information systems in discussions, written assignments and oral presentations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse fundamental concepts, issues and benefits of information systems;
2. Explain the nature of data, the characteristics of good quality information and the importance of knowledge in decision making;
3. Compare the potential contribution of information systems to the competitive advantage of different organisations;
4. Apply skills in the management of data and information using personal productivity applications; and
5. Work collaboratively to research, formulate and communicate understanding of information systems through written and oral business presentations.

**Class Contact:** Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:** Rainer, R, Prince, B and Cegielski C. 2013, Introduction to Information Systems, 5th Ed, Wiley (Binder ready version) ISBN 978-1-118-77964-4

**Assessment:** Test, Spreadsheet Test, 12%. Test, Database Test, 13%. Case Study, Group Assignment, 25%. Examination, Final Examination, 50%. The exam is a hurdle requirement. To pass this Unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

### BCO1103 Web Enabled Business Systems

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BCO1102 - Information Systems for Business

**Description:** This unit of study will introduce the place of IT in business and provide an overview to the four major areas, infrastructure, transactions systems, strategic systems and informational systems. It will provide an insight into the use and management of information for web-enabled businesses. It will examine issues surrounding the design, management and use of information technology interfaces that enable both internal and global communications and interaction.

**Credit Points:** 12

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Sklar, J., 2006, Principles of WEB Design, 3rd Edition, Thomson, Boston. (<http://www.course.com/downloads/webwarrior/sklar3/>)

**Assessment:** Final examination, 60%; Tutorial assignments, class presentations, project, 40%.

### BCO1147 Introduction to Programming Concepts

**Locations:** Werribee, Footscray Park, VU Sydney.

**Prerequisites:** BCO1102 Information Systems for Business.

**Description:** The unit of study provides students with the knowledge and skills needed to design, construct, test and document programs using a visual, event-driven, programming environment. Topics covered include: problem solving methodology - defining the problem, designing a solution, implementing the solution; algorithm design - pseudo-code, program control structures, modularisation, parameter passing; components of a program - data types, variables, constants, operators, expressions, statements; program construction - creating the screens, coding, testing and debugging; and program documentation.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Apply a methodology to design and construct a solution to a programming problem;
2. Apply suitable testing strategies and plans to ensure that the solution and program are correct; and
3. Provide documentation for the program that is appropriate for each type of user.

**Class Contact:** Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:** There is no required text. List of recommended resources will be provided by the unit coordinator at the beginning of the semester.

**Assessment:** Examination, Final examination, 50%. Assignment, Several tasks based on a case study (may be split into several submissions), 35%. Test, Short test covering main concepts, 15%.

### BCO1148 Programming Business Applications

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BCO1102 - Information Systems for Business

**Description:** This unit examines the tools and techniques used by business application programmers in the modern business environment. Students investigate the fundamental principles of problem solving and programming that will prepare them to take an active role in the design, development and maintenance of applications utilised by business organisations and professionals working in the highly mobile modern world. Students develop and acquire skills needed to design, construct, test and document programs using a visual event driven professional environment.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Devise a solution to a programming problem utilising an appropriate methodology;
2. Demonstrate the use of problem solving tools and a programming language;
3. Calculate the correctness of a solution by applying suitable testing strategies to the algorithm;
4. Develop documentation for a program suitable for the various stakeholders; and
5. Collaborate in a team environment demonstrating initiative and judgement to develop solutions to complex problems and evaluate these solutions using broad but well-defined criteria.

**Class Contact:** Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:** Eck, David J, Introduction to Programming Using Java Version 6.0.3, Jan 2014 This is an online free textbook and can be read at <http://math.hws.edu/eck/cs124/javanotes6/>

**Assessment:** Assignment, Business Application Scenario, 15%. Assignment, Application Development (Group), 25%. Test, Semester Test, 10%. Examination, Final Examination, 50%. -The exam is a hurdle requirement as the learning outcomes associated with the final exam are considered to be critical to the student's progression in this unit. -To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

### BCO2000 Business Process Modelling

**Locations:** Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** BCO1102 - Information Systems for Business

**Description:** This unit examines the modeling of fundamental business processes within an organisation, and the importance of these processes in the organisations functioning. Students will begin by undertaking a process view of organisations and the use of modelling techniques to describe those processes. In particular students will examine Sales and Distribution, Procurement, Fulfilment and Manufacturing Management and how these processes interact. Students will examine industry standard information systems and products used to support these processes and additionally will examine the roles of the different stakeholders, the data and forms

used in the processes, the flow of activities in completing the processes and how an information system supports a business process.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Map the process interactions between various organisational functional structures annotating how fundamental business processes including Sales and Distribution, Procurement, Fulfilment and Manufacturing Management generate information;
2. Investigate how information is distributed and used within an organisation;
3. Articulate how contextual analysis informs personal interpretations or conceptualisations of relatively complex business process modelling problems;
4. Analyse how an information system is used to support business process improvement; and
5. Develop the models and clear, coherent documentation necessary to support a business process, to meet the business and cultural requirements of a specified organisation.

**Class Contact:** Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:** Selected readings will be made available via the unit VU Collaborate site.

**Assessment:** Assignment, Business Processes Theory, 25%. Assignment, Business Process Application, 20%. Assignment, Business Process Modelling, 15%. Examination, Final Examination, 40%. -The exam is a hurdle requirement as the learning outcomes associated with the final exam are considered to be critical to the student's progression in this unit. -To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

## BCO2001 Programming Business Applications

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BCO1102 - Information Systems for Business

**Description:** This unit examines the tools and techniques used by business application programmers in the modern business environment. Students investigate the fundamental principles of problem solving and programming that will prepare them to take an active role in the design, development and maintenance of applications utilised by business organisations and professionals working in the highly mobile modern world. Students develop and acquire skills needed to design, construct, test and document programs using a visual event driven professional environment.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Devise a solution to a programming problem utilising an appropriate methodology;
2. Demonstrate the use of problem solving tools and a programming language;
3. Calculate the correctness of a solution by applying suitable testing strategies to the algorithm;
4. Develop documentation for a program suitable for the various stakeholders; and
5. Collaborate in a team environment demonstrating initiative and judgement to develop solutions to complex problems and evaluate these solutions using broad but well-defined criteria.

**Class Contact:** Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:** Eck, David J, Introduction to Programming Using Java Version 6.0.3, Jan 2014 This is an online free textbook and can be read at <http://math.hws.edu/eck/cs124/javanotes6/>

**Assessment:** Assignment, Business Application Scenario, 15%. Assignment, Application Development (Group), 25%. Test, Semester Test, 10%. Examination, Final Examination, 50%. -The exam is a hurdle requirement as the learning outcomes associated with the final exam are considered to be critical to the student's progression in this unit. -To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

## BCO2040 Managing the Computing Environment

**Locations:** Werribee, Footscray Park.

**Prerequisites:** BCO1102 - Information Systems for Business

**Description:** This unit of study aims to provide students with the skills necessary to plan the purchase of new/replacement equipment, cater for change in computer hardware and software, determine organisational standards, plan strategic changes, monitor system performance, prioritise system developments, and allocate resources effectively. Topics include: models of information systems maturity; roles in the computing environment; information technology department structures, stakeholders in information technology, role of an IS manager, ITIL service delivery and support; financial management for IT services: strategies for selection, recommendation and purchasing of hardware and software; paying for information technology, strategic planning and budgeting; introduction of new technology: user resistance, strategies for change management; planning installation of computing equipment; configuration management, availability management, capacity management; supporting users: types of support; managing and running a help desk, incident and problem management; peer support; information technology steering committees; training issues: types of training, planning training programs for users and support staff; selection of staff; security issues and threats to the computing environment; managing user's access and privileges; auditing the computing systems; managing use and abuse of corporate computing facilities, such as email and internet use.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Implement change management plans for computer hardware and software;
2. Create organisational computing standards and requirements;
3. Monitor the performance of computer systems and systems projects; and
4. Prioritise system developments, and allocate resources effectively.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Pearson, K, E & Saunders, E, S 2009, 4th edn, Managing and Using Information Systems: A Strategic Approach, John Wiley & Sons. Long, J 2008, ITIL Version 3 at a glance, Springer, New York.

**Assessment:** Assignment, Report, 10%. Assignment, Industry Site Visit Report, 10%. Assignment, Industry Case Study, 20%. Tutorial Participation, Tutorial Exercises and Participation, 10%. Examination, Final Exam, 50%.

## BCO2041 Systems Analysis and Design

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BCO1049 - Business Process Modelling Pre-requisite does not apply to students completing ESPBUS Education - Business Studies.

**Description:** This unit examines the methods, tools and techniques used by business analysts in the analysis and design stages of systems development. Students investigate current business practices and tools for constructing system requirements that will enable them to build on their knowledge base and acquire the skills necessary for them to identify and document client needs and systems requirements, and to model data and additionally design functional processes. Students also examine important principles and methods used in the design phase such as input and output design, interface design using usability guidelines, prototyping and software architecture.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Compare and evaluate alternative methodologies used in developing business information systems;
2. Adapt skills to model and design logical and physical systems using a variety of tools, techniques and methods;
3. Interpret recommendations from different development problems and scenarios, justifying the

recommendations made with reference to salient contextual considerations of local/global settings; 4. Investigate, analyse and argue key topics relating to systems analysis and design; 5. Develop prototypes of computer based information systems demonstrating initiative and problem-solving judgements to meet simulated client briefs; and 6. Employ effective interpersonal and professional skills to collaborate with and influence team members to achieve a negotiated team outcome while maintaining responsibility and accountability for their own learning and work.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Satzinger, J.W., Jackson, R.B., Burd S.D., 2012, Systems Analysis and Design in a Changing World, 6th Edition, Course Technology, Cengage Learning, ISBN: 1-111-53415-2

**Assessment:**Case Study, Group Case Study part 1, 20%. Case Study, Group Case Study part 2, 20%. Examination, Final Examination, 60%. -The exam is a hurdle requirement as the learning outcomes associated with the final exam are considered to be critical to the student's progression in this unit. -To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

### BCO2043 Managing Network Integration

**Locations:**Werribee, Footscray Park.

**Prerequisites:**BCO1046 - Computer Systems

**Description:**This unit aims to give students a broad insight into the integration of data communications and computer networking technology from a business perspective. Students are expected to develop a basic knowledge in the area with a business emphasis. Topics include: the need for network communications for a business organisation from a strategic point of view; survey of currently available LAN products; survey of currently available WAN services; network Standards-ISDN, TCP/IP, SNA, OSI; integrating LANs with each other-standards and protocols; integrating LANs and WANs-standards and protocols; network design principles; network management principles; managing the implications on business practices of the Internet; future trends in networking.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Recommend a physical network design solution for a business organisation; 2. Apply knowledge and skill in network security, network management, and plan strategic solutions for disaster recovery; and 3. Employ LAN and WAN protocols and network administration concepts.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Dean, T 2010, 5th edn, Network and Guide to Networks, Course Technology Incorporated, Boston.

**Assessment:**Test, Class Test, 10%. Test, Mid Semester Test, 20%. Assignment, Industry Case Study, 20%. Examination, Final Exam, 50%.

### BCO2148 Systems Analysis

**Locations:**Footscray Park, VU Sydney.

**Prerequisites:**BCO1102 - Information Systems for Business

**Description:**The aim of this unit of study is to provide students with: knowledge of the fundamental requirements to build information systems; the ability to apply current techniques and tools that are used to identify and document business systems requirements in accordance with user needs; an awareness of the purpose and content of relevant documentation such as systems proposals and feasibility studies; and an understanding of the roles and responsibilities of the stakeholders involved in the development of business systems. Topics include: systems development frameworks and the systems development process; methodologies; a comparison of

methodologies; management decision making and information requirements; nature and types of information systems; nature, purpose and types of models; process and information modelling.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Define, compare, and contrast alternative methodologies used in developing information systems; 2. Develop requirements specifications using system description documents and techniques associated with a systems development methodology; 3. Produce the necessary systems documentation at each point in the analysis of an information system, and to do so with clarity and completeness; 4. Develop a plan needed for the investigation of user requirements; and 5. Communicate systems specifications effectively in written form.

**Class Contact:**Seminar 3.0 hrs

**Required Reading:**A comprehensive list of readings will be provided at the commencement of the semester.Satzinger, J, Jackson, R & Burd, S 2009, 5th edn, Systems Analysis and Design in a Changing World, Course Technology, Cengage Learning, Boston, USA.

**Assessment:**Assignment, Systems Analysis Case Study, 40%. Test, Systems Analysis Test, 10%. Examination, Final Exam, 50%.

### BCO2149 Database Systems

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**BCO1102 - Information Systems for Business

**Description:**This unit examines the fundamental task of database development and organisation and the importance of Database Management Systems for an organisations information needs. Students will begin by undertaking a review of industry standard database design and development techniques. In particular students will examine database design, organisation, administration, data retrieval and reporting and how these areas intersect in terms of an organisations information needs. Students will also examine the relationship of Database Management Systems to application software and the evolution to intergrated cross functional systems.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Evaluate the role of a database system within an organisation; 2. Assess the role and function of the different types of database systems used within an organisation; 3. Design a database system using modelling techniques such as entity relationship modelling and normalisation; 4. Classify the different methods used in information delivery within an organisation; and 5. Create database queries using language SQL (Structured Query Language).

**Class Contact:**Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:**Coronel, C, Morris, S & Rob, P 2011, 10th edn, Database Systems: Design Implementation and Management, Cengage Learning. Selected readings will be made available via the unit VU Collaborate site.

**Assessment:**Assignment, SQL Theory, 20%. Assignment, Entity Relationship Modelling, 15%. Assignment, Normalisation, 15%. Examination, Final Examination, 50%. -The exam is a hurdle requirement as the learning outcomes associated with the final exam are considered to be critical to the student's progression in this unit. -To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam.

### BCO2501 Electronic Commerce Business Interfaces

**Locations:**Werribee, Footscray Park, VU Sydney.

**Prerequisites:**BCO1102 - Information Systems for Business

**Description:**The unit of study aims to prepare students to take an active role in the planning, preparation and maintenance of electronic commerce data transfer systems for use between businesses, organisations and other bodies. Topics include: business models underlying electronic commerce applications; organisational applications: overview of electronic commerce applications in the business and government; consumer-business, business-business and intra-organisational electronic commerce; electronic commerce interfaces in the supply chain; implementing EDI and other B2B approaches; electronic transaction models; methods to evaluate success through traffic analysis metrics and other techniques; analysis and design of EC systems; development tools and templates.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Understand the key issues in e-business area; 2. Understand the different technologies and e-business solutions; 3. Understand the e-business solutions required by different business strategies and business processes in different models of organisations; 4. Understand the key issues in the design, development and implementation of e-business; 5. Demonstrate an ability to discover information, plan project, prepare presentation and write project report; and 6. Demonstrate an ability of solving complex problems and collaborating with others in the teamwork.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**To be advised by lecturer.

**Assessment:**Research assignments (approx 3000 words), 30%; Tutorial exercises, 10%; Tests, 10%; Examination, 50%.

### BC03040 Managing Systems Development

**Locations:**Werribee.

**Prerequisites:**BC02041 - Systems Analysis and Design

**Description:**The unit of study aims to provide students with an understanding of project management issues associated with the development of IT systems. This includes Project identification and selection, Project Planning, Project Monitoring and Control, and Project Termination.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Recognise the problems associated with the management of IT projects; 2. Describe the measures that can be undertaken to reduce the risks of an IT project failing; 3. Improve project quality and estimate the time and cost of completing an IT project; 4. Use project management tools to create project schedules, various project deliverables; and 5. Understand the PRINCE2 project methodology.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**An extensive range of reading materials are provided through a web-based management system.

**Assessment:**Tutorial Participation, Tutorial discussion and presentation., 10%. Assignment, Report Brief, 20%. Assignment, Project Report, 20%. Assignment, Project Report and Presentation, 20%. Examination, Take Home Exam - Case Study, 30%.

### BC03144 Systems Design

**Locations:**Footscray Park, VU Sydney.

**Prerequisites:**BC02148 - Systems Analysis

**Description:**This unit is intended to show students how to move from the logical model obtained from Systems Analysis to the physical model to be used in Systems Implementation. It aims to provide students with an introduction to all aspects of the systems design process. It will present students with the tools and techniques that are currently used in design. Emphasis will be on the design of systems within time

and money constraints to meet the needs of the client.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Obtain the knowledge and skills necessary to develop a physical design for an operational system; 2. Develop the ability to apply systems analysis and design skills to develop computer based information systems; 3. Design the input, output, screens, forms and reports; 4. Design the systems considering the reduction of costs and productivity improvements through the use of modern design technology; and 5. Discuss the issues involved in various aspects of architectural design.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**JW, Satzinger, RL, Jackson, SD, Burd & RB. Jackson 2008, 5th edn, Systems Analysis and Design in a Changing World, Course Technology, Cengage Learning.

**Assessment:**Assignment, Project Report, 20%. Assignment, Design and Prototype, 30%. Examination, Final Exam, 50%.

### BC03150 Systems Implementation

**Locations:**Footscray Park, VU Sydney.

**Prerequisites:**BC03144 - Systems Design

**Description:**Building on foundation knowledge and understanding of systems analysis and systems design approaches, this Unit introduces students to the implementation phase of the Systems Development Life Cycle (SDLC). System Implementation covers a broad range of themes including project management, computer programming, database design and development, requiring students to develop their problem solving, time management and critical thinking skills.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Compare and contrast system implementation and project management concepts; 2. Integrate knowledge of the human factors in systems implementation projects; 3. Develop and manage business information system projects using a project scheduling tool; 4. Design, develop and implement a database driven business information system using a programming language, transactional database and a visualisation tool; and 5. Produce accurate and usable test plans and systems documentation.

**Class Contact:**Lecture1.5 hrsWorkshop1.5 hrs

**Required Reading:**There is no prescribed text. However, students may consult:Satzinger, J, Jackson, R & Burd, S 2009, 5th edn, Systems Analysis and Design in a Changing World, Course Technology, Cengage Learning, Boston, USA. Schwalbe, K 2010, 6th edn, Information technology project management, Course Technology, Cengage Learning, Boston, USA. A comprehensive reading list will be provided via the University eLearning platform.

**Assessment:**Assignment, Systems Implementation Scenario, 15%. Assignment, Systems Implementation Scenario, 20%. Assignment, Project Initiation Document, 25%. Examination, Final Examination, 40%.

### BC03442 Information Ethics and Management

**Locations:**Footscray Park, VU Sydney.

**Prerequisites:**BC01102 - Information Systems for Business

**Description:**This unit explores the diverse roles of Information Systems Professionals, focusing on the skills and knowledge required for responsible and effective collecting, managing and communicating of information in supervisory, support and/or management positions. Students will examine key topics and issues in the Information Systems discipline including ethics, information privacy and security.

Furthermore, students will appraise and develop the communication and interpersonal skills required by all information systems professionals to work effectively and ethically in the contemporary business environment. Students will engage with content through a range of activities associated with contemporary scenarios and issues associated with information systems. These activities involve group work, debates and preparing reports. Student learning will be guided and assessed by means of a presentation on Information Systems Ethics, a Business Scenario report, a debate on a contemporary topic or issue and an end of semester exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Reflect on, critique and argue perspectives on key issues in Information Systems with reference to a range of academic sources;
2. Devise and justify recommendations in response to Information Systems business scenarios in order to solve important and complex problems in the field;
3. Exhibit specialised knowledge of current and emerging topics in Information Systems in a presentation that features appropriate communication tools;
4. Conceptualise and debate ethical issues associated with Information Systems in the interests of balancing individual and public good; and
5. Propose and defend responses to ethical scenarios in the Information Systems Profession to support effective decision making of Information Systems staff in supervisory, support and/or management positions.

**Class Contact:** Lecture 2.0 hrs

**Required Reading:** Selected readings will be made available via the unit VU Collaborate site.

**Assessment:** Presentation, Information Systems Topic or Issue, 15%. Report, Information Systems Business Scenario, 30%. Other, Debate - Information Systems Topic or Issue, 15%. Examination, Final Examination (two hours), 40%.

## BC03446 Project Management

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BC02041 - Systems Analysis and Design

**Description:** This unit explores the diverse role of the Project Manager, focusing on the skills and knowledge required for effective management, communication and collaboration in a project based work environment. The unit examines key topics and issues relating to projects and project management including problem identification, project initiation, scheduling, stakeholder management, risk management, quality assurance, evaluation and reporting. It also addresses the communication and interpersonal skills required by all project professionals to work effectively in a contemporary business environment. Students will engage in a range of scenario-based learning activities and will develop a report based on a presentation from an industry expert. Students will also develop and deliver a presentation, produce a scenario based project report and complete a final examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review project management concepts and the roles of project managers in diverse local and global contexts;
2. Integrate knowledge of the human factors in project management;
3. Critique and argue perspectives on key topics relating to project management;
4. Advocate and justify recommendations in response to project management business scenarios as a means to facilitate effective decision-making; and
5. Devise and manage business projects using a project scheduling tool.

**Class Contact:** Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:** Selected readings will be made available via the unit VU Collaborate site.

**Assessment:** Report, Project Management Topic, 20%. Presentation, Project Management Topic, 15%. Report, Project Management Scenario, 25%. Examination, Final Examination (2 hours), 40%.

## BC03447 Information Systems Project

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BC01148 - Programming Business Applications BC02041 - Systems Analysis and Design BC03446 - Project Management

**Description:** This unit aims to provide students with an advanced knowledge of fundamental aspects of information systems and related project development. Students build on the knowledge and skills developed in their previous studies to examine and develop project outcomes that have potential real-world impact in varied global and local contexts. Emphasis will be on project-based total solutions from business cases. Students will critically reflect upon conceptual processes, solution design and deployment in relation to the application of modern technology infrastructure, platforms, and tools such as those from a cloud. This unit is conducted in collaboration with the IBM Academic Initiative Program and its Academic Skills Cloud Program. Students draw on their learning across their degree studies to complete diverse authentic learning tasks which involve problem solving, project planning and scheduling in relation to information systems projects and project management. Themes in project communication are emphasised including effective project reporting and evaluation. Key areas relating to information systems projects are introduced including research skills, business analysis, testing, documentation and user training. Students engage with the content through a range of activities that are grounded in scenario-based learning which contextualise target knowledge and skills. Student learning will be guided and assessed by means of presentations, a project plan and a final project report.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Elucidate key aspects of information systems and their links to real-world examples through team-based collaborations;
2. Conceptually map key concepts in information systems according to business requirements;
3. Critically review a body of relevant theoretical knowledge as the basis for analysis of an information systems business scenario;
4. Evaluate the knowledge and skills necessary to develop both conceptual (e.g. various project documentations) and tangible (e.g. through demonstrations) support for a project outcome;
5. Critically reflect upon cloud-based solutions as means to address complex and important problems in diverse real-world information systems cases;
6. Interrogate issues involved in service-oriented design associated with the application of cloud resources; and
7. Advocate and justify recommendations to project stakeholders to address problems in an information systems business scenario in a presentation that utilises effective communication tools.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Selected readings will be made available via the unit VU Collaborate site. RECOMMENDED TEXTS - Satzinger, J, Jackson, R & Burd, S 2009, Systems Analysis and Design in a Changing World, 5th edn, Course Technology, Cengage Learning, Boston, USA. -Schwalbe, K 2010, Information Technology Project Management, 6th edn, Course Technology, Cengage Learning, Boston, USA.

**Assessment:** Project, Project Proposal Presentation, 15%. Project, Requirements Specification Document, 40%. Project, Project Submission, 30%. Presentation, Final Project Presentation and Demonstration, 15%.

## BC05501 Business Process Engineering

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study critiques the strategic and organisational issues of process management and the use of Enterprise Resource Planning Systems (ERPs) to realise efficient processes. Designing and implementing efficient business processes can provide important strategic advantages for businesses. This unit of study will describe the major strategic approaches used to understand, analyse and implement efficient business processes. Workflow modelling techniques, process modelling techniques and procedure models will be presented and practiced. SAP R/3, as an example of Enterprise Application Software, will be used to examine the issues that students are likely to encounter in identifying, reorganising and implementing processes in a typical business organisation.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Commentate upon and quantify salient issues in the changing business environment and critically reflect on how these modify the response of Business Process Engineering to achieve positive outcomes in such fluid environments;
2. Deconstruct the relationships between actors, work flows, and objects in a business process;
3. Investigate a business process through the framework of Event Controlled Process Chains and Business Process Modelling Notation;
4. Emulate authentic decision-making by designing an effective organisational plan for a workflow and exhibit contemporary professional practice by implementing a workflow using SAP WebFlow;
5. Debate the usefulness of automated workflows for monitoring and controlling business processes with reference to contemporary literature and professional practice; and
6. Productively mediate processes in group activities and elucidate personal accountability and responsibilities for shared outcomes and collaboratively communicate complex concepts to specialist and non-specialist audiences.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Selected readings will be made available via the unit VU Collaborate site.

**Assessment:** Literature Review, Research Article Review, 25%. Assignment, Design Process Models, 55%. Assignment, Workflow Implementation, 20%.

## BC05647 Applications Programming Techniques

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study extends student knowledge of introductory programming techniques, and provide them with practical experience in programming with an emphasis on commercial applications with a business oriented language. Students will critically review the basic and complex structures of programming.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Revise the application of advanced computer programming constructs;
2. Compose object-orientated solutions for problem solving;
3. Develop computer programs using the advanced concepts of multithreading and exception handling;
4. Manipulate classes provided in the programming interface and incorporate them into computing solutions;
5. Integrate advanced features of graphical user interfaces; and
6. Exhibit effective interpersonal skills in collaborative tasks to illustrate their appreciation of the role of culture, values and dispositions in achieving high quality professional team outcomes.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Keller, H & Kruger, S 2007, ABAP Objects: An Introduction to Programming SAP Applications, SAP Press & Addison-Wesley, USA. Matzke, B 2001, 2nd edn, ABAP/4 Programming in the SAP R/3 System, Addison-Wesley, USA.

**Assessment:** Assignment, Programming Assignments, 40%. Examination, Theory and Practical, 60%. The above assessments have a total equivalent word count of 6000 to 7000 words.

## BC05651 Enterprise Resource Planning Systems Implementation

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** BC06603 - Enterprise Resource Planning Systems

**Description:** Students will critically review foundational methodologies, techniques and tools that underpin the successful implementation of enterprise resource planning (ERP) systems. An industry standard system, SAP, will illustrate this professional whole of enterprise integrated approach. This unit raises issues that need to be considered for successful ERP implementation, challenging students to investigate and interpret on a case-by-case basis critical elements including: the ASAP Project life cycle, data conversion, implementation testing, and monitoring via project reporting. Students will evaluate a range of implementation strategies and alternative change management models to recommend choices for contemporary organisations operating in a variety of business settings.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse and evaluate the critical stage of implementation in the development of enterprise wide systems;
2. Evaluate and debate the need for linking enterprise mission & goals with the implementation of ERP systems;
3. Develop and demonstrate the use of SAP tools to aid and understand the implementation process; and
4. Exhibit effective multi-disciplinary team participation with a high level of personal autonomy and accountability that respects the role of culture, and differing values and dispositions as they affect the achievement of project goals.

**Class Contact:** Lecture 2.0 hrs

**Required Reading:** Extensive Readings and Podcasts are provided online through a web-based management system. Anderson G, et al. 2009, SAP Implementation Unleashed: A Business and Technical Roadmap to Deploying SAP Sams, Unleashed. Phillips SS, 2012, Control Your ERP Destiny, SAP Press ISBN-978-0-015-59108-7  
**Assessment:** Assignment, Project Planning for ERP, 20%. Assignment, Data Cleansing & Conversion, 20%. Creative Works, Implementation Tool Application & Presentation, 40%. Test, Readiness Tests, 20%.

## BC06007 Business Analytics

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** In order for organisations to gain a competitive advantage, managers need to be able to analyse business data and convert the resulting insights into business decisions. This unit will provide students with the knowledge and skills to understand the organisational decision processes. This involves the understanding of business problems, the associated decisions, the sources of data and how this data will be extracted transformed and analysed and the different analysis tools that support the decision making processes. Students will use a variety of technologies including ERP systems and Business Intelligence solutions to gain skills and professional insights into how information systems can optimally support diverse-sector organisations in the 21st century.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically analyse the role of business analytics in supporting decision making in a

modern organization, with consideration of the role of culture, values and dispositions in affecting the achievement of business goals; 2. Investigate and assess the different business analytics solutions and their applicability to a variety of decision making requirements in diverse contexts; 3. Exemplify creative and innovative problem-solving of complex professional challenges through the application and adaptation of business analytic skills in a variety of business scenarios;

4. Critically reflect upon trends in business analytics and hypothesis on the impact that these will have on contemporary and emerging organizations in the future; and,

5. Deconstruct professional judgements and justify recommendations through corroborating evidence or critical thinking.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**There is no one suitable text that covers the content of this unit. The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

**Assessment:**Test, Multiple Choice Tests, 25%. Laboratory Work, Practical Exercises, 35%. Assignment, Research Assignment, 40%.

### BCO6008 Predictive Analytics

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**BCO6007 - Business Analytics

**Description:**The advent of information systems has resulted in businesses and governments processing and storing massive volumes of data. Organisations realise the potential insight this data can provide and are applying intelligent methods to process the large information repositories (Big data) to support effective decision making. This unit will provide students with the knowledge and skills to utilise predictive analytics and data mining processes and technologies to gain greater insights into various business scenarios. Students will gain an overview of foundational tools and techniques, supported by industry case studies and hands-on exercises. Students will learn how data mining and predictive analytics can facilitate business intelligence and build analytical capabilities in organisations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Contextualise the art and science of predictive analytics to define clear actions that result in improved decisions and business results for contemporary organisations as they operated in the dynamic communities, both locally and globally;
2. Justify the selection, preparation, construction, integration, structure, and formatting of data as effective to ensure predictive models meet the business goals;
3. Appraise appropriate goals for a predictive analytics implementation in organisations and authenticate recommendations with reference to a specified organisation's strategic priorities and mission and values statements and anticipated changing environment;
4. Critically review the use and assist in the selection of industry standard analytics tools;
5. Investigate the application of sources of information including social data, unstructured text and Big Data sets to provide greater insight to business; and
6. Clearly communicate conclusions to inter-disciplinary audiences demonstrating a high level of personal autonomy and accountability in achieving group outcomes.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**There is no one suitable text that covers the content of this unit. The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

**Assessment:**Test, Multiple Choice Tests, 25%. Assignment, Practical Business Case Exercise, 35%. Essay, Research Writing Assignment, 40%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### BCO6179 Enterprise Project Systems

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**BCO6603 - Enterprise Resource Planning Systems

**Description:**The unit provides an understanding of Project Management as part of ERP systems and how the Project Management component enables users to manage the business aspects and content of a project. This will also include developing the components and functions and how these are integrated with other business systems. Skills required to define, configure, plan and track different types of project will enable a complete understanding of project concepts.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Explain and advocate of the concepts of project management lifecycle to a varied audience of stakeholders;
2. Evaluate and explain the issues and concepts involved in the definition, planning and execution of a complex project including the impact of dispositions, values and culture in achieving goals;
3. Demonstrate the steps in the definition, planning and successful execution of the project management lifecycle in achieving negotiated goals and milestones;
4. Devise and demonstrate practical skills in the use of the SAP PS module as an example of a Project Management System; and
5. Exhibit a high level of personal autonomy and accountability in achieving individual and group outcomes by working as a responsible, reflective practitioner.

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Franz, Mario (2012) Project Management with SAP project System, SAP Press SAP Press

**Assessment:**Assignment, Project Definition, Planning & Execution, 40%. Presentation, Group Project Experiential Presentation, 10%. Test, Laboratory Test, 20%. Test, Multiple choice Test, 30%.

### BCO6181 ERP Applications

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**BCO6603 - Enterprise Resource Planning Systems

**Description:**This unit of study enables students to gain an understanding of technologies associated with an Enterprise Resource Planning (ERP) system. The unit of study covers issues associated with the implementation, use and maintenance of different enterprise wide technologies. The project based subject simulates a real life information systems implementation and requires students to understand the associated methodologies, decision points and issues.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

- Identify and analyse business information requirements related to ERP systems;
- Assess and use various information gathering techniques for eliciting user requirements and system expectations;
- Review and elucidate the essential functionality of different enterprise wide solutions to support effective decision-making in response to complex and unpredictable problems as well as simple predictable functionality;
- Assess the potential impacts of enterprise wide solutions and associated technologies.
- Critique the future trends of enterprise wide technologies;



- Work as a responsible, reflective practitioner with a high level of personal autonomy and accountability in achieving individual and group outcomes;
- Deduce creative solutions to complex challenges faced by contemporary enterprises and argue their position persuasively to a variety of stakeholders.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**There is no one suitable text that covers the content of this unit. The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

**Assessment:**Test, Multiple Choice Tests, 30%. Report, Management Case Study Report, 20%. Assignment, Practical Case Study, 20%. Essay, Reflective Writing, 30%.

### BCO6183 Enterprise Application Integration

**Locations:**City Flinders.

**Prerequisites:**BCO6603 - Enterprise Resource Planning Systems

**Description:**The needs for technologies and systems integration are the fundamental requirements in the modern e-business environments where EAI technologies have unique roles. As a result, EAI technologies operate on a broad scope of modern e-business. By studying this unit of study, students will gain up-to-date knowledge about the existing and emerging EAI technologies through discussion of topics at conceptual levels as well as gaining first hand practical experience. The unit of study consists of several key components covering different aspects of the technologies, which includes: the issues in relation to deployment of large-scale distributed systems; heterogeneous applications integration; plug and play software components within enterprise environment; business connectors and selected middleware technology including XML; integration architecture; case study: a research prototype.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Slyke, C.V. and Belanger, F., 2003, E-Business Technologies: Supporting the net-enhanced organization, John Wiley and Sons.

**Assessment:**Assignments, 100%.

### BCO6185 Executive and Mobile Computing

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit investigates and analyses the impact and issues of adoption of mobile computing by organisations in the 21st century. It will focus on the underlying concepts and standards of mobile computing and current technologies for mobile and distributed systems. Students will critically review emerging issues related to mobile computing and mobile application development, and how this technology can support current and future business operations. Students will investigate and examine mobile computing from four perspectives: mobile technology, application development, user Interaction, and implementation and governance.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Debate and analyse business information requirements related to mobile computing;
2. Assess and use various information gathering techniques for eliciting user requirements and system expectations;
3. Critically evaluate methods and approaches to the design, development and implementation of mobile

computing applications to support various business scenarios; 4. Evaluate and integrate elements of interaction design to provide contextually relevant rich interaction experiences; 5. Critically review knowledge current and future thinking on the integration of organisational and mobile applications; 6. Interpret and critique the future trends of mobile computing and associated technologies and propose how the role of culture, values and dispositions affect the achievement of goals; and 7. Persuasively advocate professional recommendations in both written and oral form to a variety of specialist and non-specialist audiences.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**There is no one suitable text that covers the content of this unit. The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

**Assessment:**Test, Multiple Choice Tests, 30%. Report, Management Case Study Report, 20%. Assignment, Practical Case Study, 20%. Essay, Research Essay, 30%.

### BCO6503 Management Information Systems

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This subject aims to introduce students to a broad range of topics relating to the field of information systems. Students will gain an appreciation how information systems and technology are able to assist with the management of today's large and small companies. Students will also gain an awareness of how information systems/applications are built. Theoretical issues are reinforced through laboratory work that leads to the design and implementation of small database and spread-sheet applications. Upon completion of the subject, students will have a management perspective of tasks associated with implementing and maintaining information systems within an organisational context.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Identify, differentiate and analyse the key issues associated with management information systems;
2. Critically evaluate the different types of technology applications from a management perspective;
3. Analyse management information systems solutions associated with business strategy, business processes in different organisational models; and
4. Collaborate in a team environment to analyse, evaluate and solve contemporary management information systems issues/problems.

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**A comprehensive list of readings will be provided at the commencement of the unit. Pearson, K. E & Saunders, C S 2010, 4th edn, Managing and Using Information Systems: A Strategic Approach, John Wiley & Sons, MA. Turban, E & Volonino, L 2010, 7th edn, Information Technology for Management: Improving Performance in the Digital Economy, John Wiley & Sons, MA.

**Assessment:**Assignment, Spread sheet assignment, 10%. Assignment, Database assignment, 15%. Case Study, Workplace Paper, 15%. Presentation, Presentation of Workplace Paper, 10%. Examination, Final Exam, 50%.

### BCO6603 Enterprise Resource Planning Systems

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit provides students with a foundation in Enterprise Resource

Planning (ERP) systems and identifies the key issues for organisations involved in acquiring and maintaining large-scale software systems. The strategic significance of ERP systems in organisations is demonstrated through investigating how ERP systems support business processes, and examining the relationship between the configuration of enterprise systems modules and the design of organisational structures and practices. The objective of the unit is to provide students with sufficient knowledge of ERP systems so that they can appreciate the role and functionality of ERP software as well as being able to contribute effectively in projects for acquiring and enhancing ERP software

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Deduce and analyse business information requirements related to ERP systems;
2. Assess and use various information gathering techniques for eliciting user requirements and system expectations;
3. Professionally demonstrate navigation and access to information in an ERP system to assist decision making;
4. Evaluate the essential functionality of ERP systems within varied, specialised contexts;
5. Critically review the potential impacts of ERP implementations;
6. Interpret and critique future trends of ERP systems and associated technologies to address the increasingly complex and evolving environments of businesses in local and global settings; and,
7. Concisely advocate and justify professional judgements to a variety of audiences through diagnosis of complex problems, illustrating evidence-based decision making.

**Class Contact:** Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:** Magal, S & Wood J 2012, *Integrated Business Processes with ERP Systems*, Wiley.

**Assessment:** Test, Multiple Choice Test, 30%. Report, Management Case Study Report, 20%. Assignment, Workshop Reports, 20%. Research Paper, Research Report, 30%.

## BCO6604 Customer Relationship Management

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** Customer Relationship Management (CRM) embraces aspects of daily business activities that include marketing, sales and service where customers tend to be directly and regularly engaged. This subject will investigate and explore different aspects of the way that a firm can practice CRM with content potentially developed and drawn from topics that deal with marketing and planning, campaign management, e-marketing, lead management, analytics, customer segmentation, service order support and customer processing. Both theoretical and practice-based content will be critiqued in the subject with student learning being based on using a combination of computer-based exercises, case studies and industry speakers.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review and interpret the theoretical aspects of CRM across the main areas of sales, services and marketing;
2. Exhibit creative and technical practical professional skills and justify the strategy adopted with reference to specified briefs;
3. Investigate, analyse, demonstrate and present the salient aspects of a CRM implementation or CRM innovation in a work-related environment;
4. Collaborate with other students from different backgrounds and vocations in a team environment demonstrating a high level of personal autonomy and accountability in achieving group outcomes and recognition of the roles of culture, values and dispositions in affecting achievement of goals; and
5. Persuasively advocate their professional judgments and recommendations in both written and oral form to a variety of

specialist and non-specialist audiences.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** See VU Collaborate for required readings.

**Assessment:** Test, Practical Workshop Test, 25%. Assignment, Case report on CRM using Enterprise Systems, 25%. Presentation, CRM Systems, 20%. Test, CRM Theory, 30%.

## BCO6615 Strategic Use of Enterprise Resource Planning Systems

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** BCO6603 - Enterprise Resource Planning Systems

**Description:** This unit of study critiques the role of information systems in underpinning an organisation's corporate strategy. The strategic application of various information systems are examined, including Enterprise Resource Planning systems, Customer Relationship Management, and Business Intelligence. The potential impact of new technologies (mobile, social media and cloud computing) on corporate strategy are examined and evaluated. Student will develop a research project calling upon theory and practice of the core units.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Investigate the corporate strategic planning and implementation process and associated issues;
2. Critically reflect the impact of IT and Enterprise Wide systems on businesses and their strategic outcomes;
3. Investigate the future directions of Enterprise Wide systems and validate hypotheses with reference to theoretical frameworks, industry requirements, corporate trends and anticipated changing environments;
4. Evaluate the strategic implications of emerging and future technology trends on corporate strategies; and
5. Reflectively critique your personal contribution, responsiveness and accountability to achieving timely group outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** There is no one suitable text that covers the content of this unit. The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

**Assessment:** Literature Review, Class Facilitation and Summaries of Readings, 25%. Assignment, Lecture Based Assignment, 35%. Assignment, Research Assignment, 40%. The above assessments have a total equivalent word count of 7000 to 8000 words.

## BCO6653 Management of Information Technology

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study investigates knowledge and develops competencies in the management and organisation of information technology suitable for contemporary organisations and ecommerce. A base of critical reviewing the contributions of information technology application in organisational settings will establish contextual understandings of how information technologies permeate many aspects of organisations. The strategic use of information technology will be deconstructed using a range of current IT management topics, which may include information technology planning, business continuity planning/disaster recovery planning, information technology architectures, change management and IT, investment in IT and risk management, network usage policies, organisation of IT, global aspects of IT management, Cloudsourcing, Green IT etc.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse and distil current research and developments in information technology management in the context of environmental, social and cultural responsibilities; 2. Diagnose complex information technology problems and apply relevant methods and techniques to optimise management of information resources; 3. Critically review academic and practitioner publications, present the evaluations and lead group discussions on the evaluations; and 4. Plan, prepare and compose a substantial research paper on a designated topic.

**Class Contact:**Lecture 2.0 hrs

**Required Reading:**Pearlson, KE & Saunders, CS 2013, 5th Edition *Managing and Using Information Systems: A Strategic Approach*, John Wiley & Sons, Hoboken, NJ, USA.

**Assessment:**Assignment, Current practice literature analysis and presentation, 20%. Test, Management of IT Theory, 20%. Assignment, Literature analysis and manager interview report and presentation, 60%.

### **BCO6656 Information Technology Project Management**

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit aims to give Information Systems and Management students an appreciation of the importance of a thorough understanding of contemporary project management techniques, both technical and human. It concentrates on both the management of Information Technology (IT) projects and the use of computer software in the management of these and other projects. It also aims to show how knowledge of the appropriate application of such skills is becoming vital to Information Systems professionals and managers in the performance of their many functions in an organisation.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Devise a charter and project plan that respond to an authentic business IT scenario integrating best practice project management techniques; 2. Critically evaluate client requirements and develop a professional standard project schedule using project management software that responds to client needs; 3. Examine and respond to project risks through detailed project analysis supported by the use of project management software, to identify salient issues, alternative pathways and report changing status effectively to a professional standard; and 4. Integrate the principles and concepts of project management to address complex contemporary IT challenges in local, national and global settings.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**A comprehensive list of recommended readings will be provided at the commencement of the unit in the unit guide and weekly recommended readings will be highlighted in lecture materials. Schwalbe, K 2013, 7th edn, *Information Technology Project Management*, Course Technology, Boston, MA.

**Assessment:**Assignment, Project Charter Scenario, 15%. Assignment, Project Plan Scenario, 35%. Assignment, Project Status Report Scenario, 15%. Examination, Final Examination, 35%.

### **BCO6672 The Information Systems Professional**

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit develops skills and capacities of an ICT professional including ethical behaviour ICT, communication and management skills within a variety of professional scenarios. The unit critically evaluates contemporary issues relevant to an ICT professional such as professional values and ethical codes of conduct related to working in local and global communities and individual responsibilities within

these. The unit also includes the role and importance of professional standards organisations, business processes (eg negotiation, procurement and tendering), professional competencies (eg risk analysis, feasibility studies and quality assurance) and contemporary issues (eg security, privacy, internet censorship, workplace surveillance and digital intellectual property) required to contribute to an equitable and sustainable world.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically analyse scenarios of ICT use and clearly identify the issues, consequences and alternative views; 2. Justify diversity and ethical principles to case situations of ICT use; 3. Exemplify the role of IT professionals and their interactions with users of information and the wider community through debate and practice as a responsible and ethical member of the Information Technology profession; 4. Advocate for the issues and requirements of ethical compliance as an information professional including legal and legislative requirements for IT professional practice for individual and public good; 5. Argue the role played by IT and responsibilities of IT professionals in influencing and achieving business goals ethically in contemporary organisations; and 6. Interrogate the organisational dynamics and role of an information professional within the business environment, and exercise professional judgements by preparing, presenting and evaluating a business plan and demonstrate professional skills in business processes by balancing negotiations for individual and public good.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Readings will be made available via Victoria University's learning management solution.

**Assessment:**Presentation, Topic Presentation, 15%. Essay, Group Written Report, 20%. Assignment, Debate, Counter Argument, Mediation, 45%. Report, Mediation Report, 20%.

### **BCO6676 Business Intelligence Systems**

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit will provide students with a framework for analysing and interpreting the efficacy of business intelligence systems, from the provision of high quality, integrated data for decision support through to data warehousing. The unit focuses on the lifecycle of developing a business intelligence system and data warehousing, and on multi-dimensional modelling for structuring business intelligence data contextualised within organisational issues and governance considerations. Students will engage with this material to develop a critical interpretation and justification of theoretical propositions and professional decisions using relevant contemporary research, case studies and practical exercises. The latest industry standard data warehouse will serve as a point of reference.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Evaluate the scope and application of business intelligence and decision support and the underlying technologies; 2. Design multidimensional data models and implement them using star schemas; 3. Investigate and review the various extraction, transformation and loading methods utilised in a data warehouse environment; 4. Critically review the various reporting solutions supported by data warehouses; 5. Evaluate the maintenance and performance requirements and associated tasks in a data warehouse environment; 6. Design governance mechanisms for the development and management of business intelligence and data warehouse systems, justifying recommendations in the context of an organisation or organisation typology; and 7. Productively mediate processes in group activities

and elucidate personal accountability and responsibilities for shared outcomes, and collaboratively communicate complex concepts to a variety of audiences.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Mehrwald, C. and Morlock, S. (2009) Data Warehousing with SAP BW7 Rockynook, USA Shabazz T. 2012, SAP Business Intelligence, Outskirts Press Parker, USA

**Assessment:**Test, Multiple Choice Test, 20%. Assignment, Short Answer Written Assignment, 15%. Assignment, Practical Exercise, 15%. Examination, Examination, 50%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### **BCO7700 Minor Thesis (Full Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**Students are required to complete a research thesis of approximately 15,000 words. The topic chosen will be an area of pure or applied research supported by the School of Information Systems. As part of the assessment, students are required to present one one-hour seminar on their research work.

**Credit Points:**36

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:**To be advised by lecturer.

**Assessment:**Seminar, 15%; Written thesis (or product solution), 85%. Students are required to present one one-hour seminar on their research work.

### **BCO7701 Minor Thesis (Part Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**Students are required to complete a research thesis of approximately 15,000 words. The topic chosen will be an area of pure or applied research supported by the School of Information Systems. As part of the assessment, students are required to present one one-hour seminar on their research work.

**Credit Points:** 18

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 18 credit points per semester.

**Required Reading:**To be advised.

**Assessment:**Written thesis, 85%; Seminar presentation, 15%. Students are required to present one one-hour seminar on their research work.

### **BCO8001 Dissertation (Thesis) (Dba) (Part-Time)**

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 24

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as

a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Assessment:**Dissertation thesis, 100%.

### **BCO8002 Phd Research (Full Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business.

**Credit Points:** 48

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Assessment:**Research thesis (or product solution); 100%.

### **BCO8003 Phd Research (Part Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business.

**Credit Points:** 24

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Assessment:**Research thesis (or product solution); 100%.

### **BCP8002 Phd (Research) (Full Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 48

**Learning Outcomes:-**

**Required Reading:**References will depend on the research to be undertaken.

**Assessment:**Research thesis, 100%.

### **BCP8003 Phd (Research) (Part-Time)**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 24

**Assessment:** Research thesis, 100%.

### **BEC8900 Economics (Full-Time)**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** The Doctor of Philosophy (PhD) at Victoria University is VU's Doctoral Degree (Research) program, and qualifies individuals who acquire and apply a substantial body of knowledge to research, investigate and develop new knowledge, in one or more fields of investigation or scholarship. This unit contributes to the research student's progress towards the production of a thesis in an approved thesis format for independent examination by at least two external expert examiners of international standing. In this unit of study the student will be expected to demonstrate progress towards thesis completion as per the Learning Outcomes and procedures outlined as part of the university's Higher Degrees by Research Policy.

**Credit Points:** 48

**Learning Outcomes:** On successful completion of this unit, the student will be able to demonstrate significant progress towards demonstration of: 1. expert understanding of a substantial body of theory and its practical application at the frontier of a field of work or learning, including substantial expert knowledge of ethical research principles and methods applicable to the field; 2. intellectual independence and cognitive skills to undertake a systematic investigation, reflect critically on theory and practice and evaluate existing knowledge and ideas, including identifying, evaluating and critically analysing the validity of research studies and their applicability to a research problem; 3. expert cognitive, technical and creative skills to design, develop and implement a research project/s to systematically investigate a research problem; to develop, adapt and implement research methodologies to extend and redefine existing knowledge; and to manage, analyse, evaluate and interpret data, synthesising key ideas and theorising within the context of key literature; 4. expert communication skills to explain and critique theoretical propositions, methodologies and conclusions; to disseminate and promote new insights; and to cogently present a complex investigation of originality, or original research, both for external examination and to specialist (eg. researcher peers) and non-specialist (industry and/or community) audiences through informal interaction, scholarly publications, reports and formal presentations; 5. capacity to reflect on, develop and evaluate strategies for achieving their own learning and career goals; 6. intellectual independence, initiative and creativity in new situations and/or for further learning; 7. ethical practice and full responsibility and accountability for personal outputs; and 8. autonomy, authoritative judgment, adaptability and responsibility as an expert and leading scholar.

**Class Contact:** Regular meetings with supervisor and participation in agreed research professional development activities.

**Required Reading:** To be determined in consultation with the supervisors.

**Assessment:** Thesis, Research Thesis, Pass/Fail. The student will demonstrate substantial progress towards completion of the research thesis through formal meetings with their thesis supervisors, who will provide formative feedback. The unit will be internally assessed by the supervisory team, the College and University through 6- or 12-monthly progress reports. On completion, the thesis will be assessed through independent examination by at least two external expert examiners of international standing.

### **BEC8901 Economics (Part-Time)**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** The Doctor of Philosophy (PhD) at Victoria University is VU's Doctoral

Degree (Research) program, and qualifies individuals who acquire and apply a substantial body of knowledge to research, investigate and develop new knowledge, in one or more fields of investigation or scholarship. This unit contributes to the research student's progress towards the production of a thesis in an approved thesis format for independent examination by at least two external expert examiners of international standing. In this unit of study the student will be expected to demonstrate progress towards thesis completion as per the Learning Outcomes and procedures outlined as part of the university's Higher Degrees by Research Policy.

**Credit Points:** 24

**Learning Outcomes:** On successful completion of this unit, the student will be able to demonstrate significant progress towards demonstration of: expert understanding of a substantial body of theory and its practical application at the frontier of a field of work or learning, including substantial expert knowledge of ethical research principles and methods applicable to the field; intellectual independence and cognitive skills to undertake a systematic investigation, reflect critically on theory and practice and evaluate existing knowledge and ideas, including identifying, evaluating and critically analysing the validity of research studies and their applicability to a research problem; expert cognitive, technical and creative skills to design, develop and implement a research project/s to systematically investigate a research problem; to develop, adapt and implement research methodologies to extend and redefine existing knowledge; and to manage, analyse, evaluate and interpret data, synthesising key ideas and theorising within the context of key literature; expert communication skills to explain and critique theoretical propositions, methodologies and conclusions; to disseminate and promote new insights; and to cogently present a complex investigation of originality, or original research, both for external examination and to specialist (eg. researcher peers) and non-specialist (industry and/or community) audiences through informal interaction, scholarly publications, reports and formal presentations; capacity to reflect on, develop and evaluate strategies for achieving their own learning and career goals; intellectual independence, initiative and creativity in new situations and/or for further learning; ethical practice and full responsibility and accountability for personal outputs; and autonomy, authoritative judgment, adaptability and responsibility as an expert and leading scholar.

**Class Contact:** Regular meetings with supervisor and participation in agreed research professional development activities.

**Required Reading:** To be determined in consultation with the supervisors.

**Assessment:** Thesis, Research Thesis, Pass/Fail. The student will demonstrate substantial progress towards completion of the research thesis through formal meetings with their thesis supervisors, who will provide formative feedback. The unit will be internally assessed by the supervisory team, the College and University through 6- or 12-monthly progress reports. On completion, the thesis will be assessed through independent examination by at least two external expert examiners of international standing.

### **BE01103 Microeconomic Principles**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** Microeconomics focuses on the behaviour and decision making of individuals and firms within markets for goods, services and resources, and the rationale for and effectiveness of government policy and regulation aimed at improving both efficiency and equity. Microeconomic analysis examines the market mechanism in determining relative prices, resource allocation, decision making and choice with imperfect information, market structures and competition, the interdependence of markets, competitive advantage and international trade, market

failures and transaction costs.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify and explain core microeconomic concepts;
2. Frame business problems in terms of core economic concepts and principles;
3. Apply economic reasoning and analytical skills to contemporary business and economic policy issues;
4. Utilise economic data to investigate contemporary microeconomic problems and interpret results;
5. Present a clear and coherent exposition the justifications for Government microeconomic policy and the likely economic effects for individuals and businesses; and
6. Reflect on and evaluate the nature and implications of assumptions and value judgements in economic analysis and policy.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Gans, J., King, S., Stonecash, R., Byford, M., Libich, J., & Mankiw, N.G., 2015, 6th ed, Principles of economics: Australia and New Zealand Cengage, Australia

**Assessment:** Test, Mid-Semester Test, 20%. Report, Group Report, 30%. Examination, Final Examination, 50%.

### BE01104 Macroeconomic Principles

**Locations:** Werribee, Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** Macroeconomics focuses on the economic performance at the national and regional level (rather than individual markets). This unit develops models that explain the relationship between national income, output, consumption, saving, investment, unemployment, inflation and international trade. Topics include a review of significant national and international economic challenges, including: business cycles, inflation, unemployment and international competitiveness. These will be examined from the perspective of government stabilisation policies and strategies to enhance productivity, international competitiveness and economic growth.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify and explain core macroeconomic concepts;
2. Apply economic reasoning and analytical skills to contemporary Macroeconomic policy issues;
3. Utilise economic data to investigate contemporary macroeconomic problems and interpret results;
4. Present a clear and coherent exposition the justifications for Government Macroeconomic Policy;
5. Distinguish between the short-run and long-run impacts of macroeconomic policy; and
6. Evaluate the implications of economic interdependence for the balance of payments and exchange rate.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Gans, J., King, S., Stonecash, R., Byford, M., Libich, J., & Mankiw, N.G., 2015 6th ed, Principles of economics: Australia and New Zealand Cengage, Australia

**Assessment:** Test, Mid-Semester Test, 15%. Assignment, Group Report, 25%. Examination, Final Exam, 60%.

### BE01105 Economic Principles

**Locations:** Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit introduces students to the fundamental principles of economics and its application to, business decision making and economic policy. Students will be introduced to the economic way of thinking and how key concepts, theories and methods of modern economic analysis can be applied to everyday economic issues and problems. Key areas covered include demand and supply analysis, the competitive nature of markets within which firms operate, the national economy,

business cycles, inflation, unemployment, and monetary and fiscal policy. Particular emphasis is placed on reviewing contemporary economic issues and how economics permeates almost every aspect of business, highlighting economics as the fundamental discipline underpinning the study of most business specialisations. The unit will stimulate students intellectually, leading them to apply economics to a range of problems in a variety of contexts and will develop a range of transferable skills to be of value in employment.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify and discuss the basic problem of scarcity facing modern societies;
2. Demonstrate the use of market dynamics model in economic reasoning and problem solving;
3. Evaluate the forces that influence economic decision making for sustainable use of resources;
4. Evaluate key economic indicators relevant to business, household and government for sustainable development;
5. Apply elementary economic theories and techniques in business decision making and government policy; and
6. Communicate the economic decision making process incorporating social, cultural and environmental objectives.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Layton, A., Robinson, T., and Tucker, B.T. (2012) 4th Edition, Economics for Today, Cengage Learning, South Melbourne, Australia

**Assessment:** Assignment, Assignment, 20%. Test, Class Test, 20%. Examination, Final Exam, 60%.

### BE01106 Business Statistics

**Locations:** Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This is a foundation unit for the Bachelor of Business course. The unit of study is concerned with quantitatively-aided business analysis and to apply quantitative techniques to inform financial, accounting, marketing and management decisions. To this end, students will be encouraged to explore a broad range of techniques each teaching sessions and will be trained to pinpoint a specific technique to analysis a given business problem. Students will be exposed: to the rationale to apply statistics to business decisions; to describe economic data by statistics techniques. Topics also include probability and probability distributions; normal probability distribution; sampling distributions and parameter estimation; hypotheses testing; linear regression and correlation; time-series analysis and forecasting; index numbers. Use will be made of a statistical computer package. The successful completion of the unit will enable students to visualise the business world from a scientific and quantitative perspective and will equip students to minimise the risk of subjective decision.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify the appropriate statistical analysis technique to solve a given business problem and justify selection of that technique;
2. Analyse business and economic data graphically and numerically and describe relationships between the analytical approaches;
3. Exhibit professional capabilities in performing statistical inference: estimating populations and testing hypothesis, constructing regression models and testing economic relationships;
4. Conduct business forecasting and evaluate forecasting performance;
5. Compose and apply indices; and
6. Communicate effectively using written and graphical modes to demonstrate capacity to transfer knowledge to others and the combination of technical and technical knowledge with discipline-specific depth in some areas.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Selected readings will be made available via the unit VU

Collaborate site.

**Assessment:** Test, Mid semester test, 20%. Assignment, Group assignment, 20%. Examination, Final examination, 60%.

### **BE01195 Global Retailing**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** With the economic growth of developing countries and the trend toward economic unification, interest in global retailing, buying and merchandising has never been greater. This unit of study focuses on the reasons and implications for retail internationalisation; growth of global retailing, forms of global retailing, and method of entry into various international markets. Topics include: the challenges faced by retailers around the world; the differences in retailing between the developed world and developing countries; the benefits and drawbacks of retailing in multinational markets. This unit of study provides a conceptual foundation for understanding how different legal, social and economic environments affect the sourcing and distribution of consumer goods and services around the world. Current retail market structures are analysed in selected countries, mixing anecdotes with important concepts from economic theory. The unit integrates fundamental economic principles with practical, decision-making principles that are required to exchange goods and services. Cultural and sub-cultural diversity, both domestic and international, are emphasized and ethical values are examined in the larger context of the place of global retailing in society.

**Credit Points:** 12

**Learning Outcomes:** On completion of this unit of study, students will become aware that if retail firms are to progressively grow and stay profitable, they would have to participate in the global environment and would be impacted by global competition, global sourcing, differing technologies and varying legislation in different countries. Students will appreciate how global retail firms structure their organisation, take advantage of business opportunities, increase revenue streams, promote and merchandise international brands in different environments and address multicultural customer profiles.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Dawson, J., Larke, R., & Mukoyama, M., (eds) 2006, Strategic Issues in International Retailing, Routledge, London.

**Assessment:** Assignment, 3000 words, 30%; Case study, 20%; Tutorial Exercises, 10%; Final examination, 40%.

### **BE01252 International Business Context**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** A broad understanding of the international business environment is essential to business decision-making. This unit introduces students to the multi-faceted nature of international business and builds the foundation for more specialised studies by providing a multi-disciplinary examination of issues faced by firms in international markets. An exploration of the international business environment includes global trade and investment, the regulatory environment, organisational structure, management practices and corporate strategy. Students work collaboratively in critically analysing international business case studies and the challenges of globalisation in selected contexts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Develop a working knowledge of key concepts and theories of international business;
2. Investigate the international trade and investment environment;
3. Analyse national business environments and implications for international business operations;
4. Analyse the economic, political, cultural and regulatory environments that influence international business;
5. Apply multidisciplinary knowledge and frameworks to international business operations and market entry strategies; and
6. Appraise international business management practices and multinational organisational structure.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Wild, J.J. and Wild, K.L., (2014). 7th ed International Business: The Challenges of Globalisation Pearson Education Limited, Essex, UK

**Assessment:** Test, Multiple Choice Test, 25%. Report, Research - Written Report, 25%. Examination, Final Exam, 50%. In order to pass the unit, students must: Obtain a minimum of 40% in the final exam AND an overall mark of 50% for the unit. To be included in the final exam entry list, students must have completed all assessment tasks set during the semester, by the due date.

### **BE02000 Financial Institutions and Monetary Theory**

**Locations:** City Flinders.

**Prerequisites:** BE01105 - Economic Principles BE01103 - Microeconomic Principles BE01104 - Macroeconomic Principles Either/Or BE01105 for BBUS Bachelor of Business and all other students BE01103 and BE01104 for BBCO and BBLC Bachelor of Commerce/Law students only.

**Description:** The unit of study focuses on the operation of the financial system and management of money in a real economy with special reference to Australia. Topics include: the financial sector and the real economy; the evolution of the financial system; financial institutions financial instruments; efficiency of the financial sector; monetary theory; and monetary policy. The unit will identify and promote the analytical skills required to assess the determinants, and impacts on the economy, of changes in monetary policy and interest rates.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Explain the operation of Australian and global financial systems;
2. Integrate conceptual and practical understandings of financial institutions in order to analyse the manner in which they operate;
3. Contextualise the principles of monetary theory to expound on the management of money in a real economy;
4. Differentiate Australian and overseas central bank functions in order to critically differentiate their impact on the flow of funds; and
5. Explain the operation of monetary policy in local and global contexts.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Kidwell, D.S., Brimble, M., Lenten, L., Docherty, P., Mazzola, P. and Basu, A (2014) 3rd edition Financial Markets, Institutions and Money Wiley, Australia

**Assessment:** Test, Mid Semester Test, 20%. Assignment, Group Assignment, 20%. Examination, Final exam, 60%. Note: Any hand-held calculators may be used in examinations.

### **BE02001 Commercial Banking and Finance**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BE02000 - Financial Institutions and Monetary Theory

**Description:** This unit examines the major risks and issues faced by the Australian banking institutions within the global financial context and the strategies used to manage such risks. It also explores the economics (effect) of regulation on bank risk and management. This unit follows from the body of knowledge acquired in

BE03446 Financial Institutions and Monetary Theory. Topics include an introduction to the structure of financial markets and Australian banking environment, nature and determination of interest rates, derivatives market, bank performance, management of bank risks including market, credit, liquidity and interest rate risk, loan sales and securitisation, effects of regulation and banking systems. Students will be introduced to various concepts and theories regarding commercial banking in lectures which they will explore further in workshops and will critique and apply in critical reports, individual and group-based workshop activities and an examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse the major types of risk faced by banks and sources of such risks;
2. Judge the impact of risk on bank balance sheets and the role of regulation;
3. Appraise qualitative and quantitative data to assess performance of Australian banking institutions within the global financial context;
4. Advocate portfolio strategies including non-market related and derivative contracts used by banks to manage various risks;
5. Produce a clear, coherent and well-structured written report which interrogates commercial banking and finance issues and advocates and justifies strategies to manage risks; and
6. Work collaboratively in teams while exhibiting individual responsibility and accountability to critically reflect upon and manage risks that can be faced by Australian banking institutions.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Lang, H, Saunders, A and Cornett, C 2013 3rd Edition Financial Institutions Management: A Risk Management McGraw Hill, Australia

**Assessment:** Workshop, Continual assessment comprising of workshops and critical reports regarding bank risk., 5%. Test, Mid-term Test, 20%. Assignment, Group Assignment, 25%. Examination, Final Examination, 50%.

## BE02002 International Business Context

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** A broad understanding of the international business environment is essential to business decision-making. This unit introduces students to the multi-faceted nature of international business and builds the foundation for more specialised studies by providing a multi-disciplinary examination of issues faced by firms in international markets. An exploration of the international business environment includes global trade and investment, the regulatory environment, organisational structure, management practices and corporate strategy. Students work collaboratively in critically analysing international business case studies and the challenges of globalisation in selected contexts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Develop a working knowledge of key concepts and theories of international business;
2. Investigate the international trade and investment environment;
3. Analyse national business environments and implications for international business operations;
4. Analyse the economic, political, cultural and regulatory environments that influence international business;
5. Apply multidisciplinary knowledge and frameworks to international business operations and market entry strategies; and
6. Appraise international business management practices and multinational organisational structure.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Wild, J.J. and Wild, K.L., (2014). 7th ed International Business: The Challenges of Globalisation Pearson Education Limited, Essex, UK

**Assessment:** Test, Multiple Choice Test, 25%. Report, Research - Written Report, 25%. Examination, Final Exam, 50%. In order to pass the unit, students must:

Obtain a minimum of 40% in the final exam AND an overall mark of 50% for the unit. To be included in the final exam entry list, students must have completed all assessment tasks set during the semester, by the due date.

## BE02003 International Economics and Finance

**Locations:** City Flinders.

**Prerequisites:** BE01105 - Economic Principles Does not apply to students completing: BB0 Bachelor of Commerce (Applied Finance), BB0 Bachelor of Commerce

**Description:** International trade encompasses cross-border trade in goods, services, labour and capital. It provides consumers and business access to new products and markets. In this unit we examine the economics of trade and finance and develop the analytical tools for evaluating the welfare and income distribution consequences of engaging in international trade and the impact of trade barriers. Case study and policy analysis provides a practical application of key concepts and models of international economics. The financial dimensions of international trade are also explored with an examination of the composition of trade, the balance of payments, exchange rate determination and open economy macroeconomic policy. These analytical tools are applied to analysing international financial crises and to the continuing development of bilateral and multilateral trade agreements and trading blocs.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Review a range of trade theories to conceptualise present day international trade patterns;
2. Assess the efficiency and distributional consequences of barriers to trades;
3. Analyse the dynamics of foreign exchange markets in facilitating the flows of goods, services and investment;
4. Assess the effectiveness of national macroeconomic policy and the interdependence with the balance of payments and exchange rates; and
5. Appraise the economic rationale and welfare effects of the formation of Free Trade Agreements and regional trading blocks.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Gerber, James (2011) (5th ed.). International Economics, New Jersey, USA: Prentice Hall

**Assessment:** Report, A country or an industry study, 20%. Test, Mid-Semester Test; Multiple Choice Questions, 20%. Examination, Final Examination, 60%.

## BE02004 International Trade Practices

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** The aim of this unit is to introduce business students to the various procedures and documentation required to facilitate an international trade (export and import) transaction; the instruments of trade finance; and the various methods of financing/settling exports and imports transactions. These processes will be introduced using industry-based computer software.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Demonstrate the process of negotiating terms of delivery and payment utilising explicit knowledge of international terms;
2. Determine and generate the documents necessary to process a specific export/ import transaction;
3. Analyse and assess for risk the various forms of international payments and trade settlements; and
4. Evaluate foreign exchange risk and design appropriate risk management strategies.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Bergami, R 2013, 4th edn, International Trade: A Practical Introduction Melbourne, Australia: Eruditions Publishing



**Assessment:** Test, 5 x Multiple Choice Tests, 30%. Test, Annual Student Conference (Semester 1 only), 5%. Assignment, 3 x Practical Assessments using authentic specialist software and reference materials, 30%. Assignment, Final Assessment using authentic reference materials, 35%.

### **BE02250 Quantitative Methods for Economics and Business**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study aims to develop a command of the basic mathematical tools used in the analysis of many economics and business problems. Topics include: economic models (linear, quadratic, cubic, rational and exponential); equilibrium analysis: the concept of derivatives; rules of differentiation; marginal functions, optimisation and elasticity; partial differentiation; partial elasticities and unconstrained optimisation (two variables).

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Demonstrate a sound knowledge and understanding of the application of a variety of basic mathematical functions in the description of economic and business models;
2. Understand and utilise appropriate mathematical notation and techniques for the solution of problems related to the modelling of economic and business situations;
3. Understand the application of the gradient of a curve in providing information about the rate at which the dependent variable changes with respect to the independent variable in an economic or business situation;
4. Apply the rules of differentiation to the basic mathematical functions used in the modelling of economic and business situations; and
5. Understand and utilise the mathematical notation, terminology and basic techniques of the differential calculus to economic and business applications.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as a three-hour seminar or in a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** BE02250, Quantitative Methods for Economics and Business, Skeleton Seminar Notes (available from the bookshop)

**Assessment:** Tests, 40%; Examination, 60%.

### **BE02254 Statistics for Business and Marketing**

**Locations:** Werribee, Footscray Park, City Flinders.

**Prerequisites:** BE01106 Business Statistics.

**Description:** This unit of study provides an understanding of the use of statistical techniques in analysing marketing and business problems. Topics include: sampling methods and estimation of point and interval estimates; application of classical and non-parametric tests; goodness of fit test; and introduction to regression and time-series analysis. Use will be made of an appropriate statistical package.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by lecturer

**Assessment:** Case study /lab exercises, 40%; Final examination, 60%. Note: Any hand-held calculators may be used in examinations.

### **BE02255 Applied Statistics for Business**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BE01106 - Business Statistics

**Description:** The focus of this unit is to expose students to statistical techniques that

are specific to the areas of business, economics and finance. Students will develop an understanding and ability to use these techniques across a range of empirical problems. The application of such techniques will involve collection of relevant data, the use of professionally popular computer software and the interpretation and use of computer outputs. Topics include sampling methods and estimation of point and confidence intervals; hypothesis tests; non-parametric tests; analysis of variance; Chi-square tests; multiple regression and residual analysis; discriminant analysis and factor analysis.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Formulate and justify an appropriate sampling method to obtain information from a target population;
2. Construct an appropriate questionnaire;
3. Adopt appropriate statistical estimation methods and tests in analysing business problems;
4. Analyse business related data using appropriate SPSS/Excel functionalities to provide specific recommendations to real-world business problems;
5. Derive statistical models using statistical findings and make use of such findings in writing reports to evaluate alternative policy options and justify recommendations in decision making; and
6. Exhibit effective interpersonal skills to successfully collaborate with and influence others in teams to achieve group outcomes whilst maintaining responsibility and accountability of own learning and professional practice.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Berenson, M.L., Levine, D.M., Krehbiel, T. C., Watson, J., Jayne, N., and O'Brien, M., 2013 3rd ed Business Statistics: Concepts and Applications Pearson Australia

**Assessment:** Essay, Formative assessment- report/essay, 10%. Report, Group Assignment - Report, 15%. Report, Group Assignment - Report, 15%. Examination, Final examination, 60%.

### **BE02263 Macroeconomic Analysis**

**Locations:** Footscray Park.

**Prerequisites:** BE01105 - Economic Principles

**Description:** This unit of study builds upon the macroeconomic theory and policy previously covered, in order to further the understanding of the relationship between macroeconomic theories and policy. Topics include: the basic theory of income determination; theories of consumption; theories of investment; classical, Keynesian and post-Keynesian view on the demand for and supply of money; the money supply process; IS-LM analysis; neo-classical and alternative views of the labour market; aggregate supply; aggregate demand and supply.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by lecturer.

**Assessment:** Mid semester test (week 8), 20%; Assignment(s), 30%; Final examination (2 hours), 50%.

### **BE02264 Microeconomic Analysis**

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BE01105 - Economic Principles

**Description:** The aim of this unit is to provide an economic analysis of consumer behaviour, producer behaviour and markets. Key concepts, theories and methods of modern economic analysis will be consolidated and applied to everyday economic issues and problems. Topics include: consumer theory; demand analysis; production

and cost; perfect competition; microeconomic policies; monopoly; and oligopoly. Students will engage in a range of learning activities involving practical problem solving sessions, case study analysis, online learning activities, peer discussion and review, and self-reflection. Student learning will be guided and assessed by means of a test, a major industry/market study and a final examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically reflect on behaviour, choices and decision of consumers with reference to a broad range of concepts, theories and methods of modern economic analysis;
2. Conceptualise how producers make business decisions based on cost and revenue;
3. Explain how resources are allocated in a market economy under various markets structures;
4. Critically evaluate how government policies affect consumers, producers and markets;
5. Exercise critical thinking and judgement in identifying and solving economic problems with intellectual independence; and
6. Communicate economic knowledge and ideas associated with consumer theory, demand analysis, production and cost, perfect competition, microeconomic policies, monopoly and oligopoly in a clear and coherent manner in the form of a professional market/industry report.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Pindyck, RS & Rubinfeld, DL (2013). (8th ed.). Microeconomics Boston, USA: Pearson

**Assessment:** Test, Multiple Choice Test, 20%. Assignment, Industry/market study, 20%. Examination, Final Exam, 60%.

### BEO2283 Applied Regression Analysis

**Locations:** Footscray Park.

**Prerequisites:** BEO1105 - Economic Principles BEO1106 - Business Statistics

**Description:** This unit of study provides a comprehensive introduction to regression analysis and its applications to the modern economic/business problems. The emphasis is on the development of practical skills. Topics include: simple and multiple linear regression, model specifications, diagnostics in regression analysis; relative measures of fit and explanatory power; and special topics in regression.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by lecturer

**Assessment:** Assignments, 50%; Final examination, 50%.

### BEO2284 Business Forecasting Methods

**Locations:** Footscray Park.

**Prerequisites:** BEO1105 - Economic Principles BEO1106 - Business Statistics

**Description:** The unit of study aims to acquaint appropriate forecasting tools used at strategic or tactical levels of management and to provide skills in applying these tools to economic and business data for business decision making and policy formulation. Topics include: introduction to forecasting and economic indicators used in economics and business; selecting the right forecasting technique; qualitative forecasting models; quantitative forecasting methods; forecasting errors, evaluation of forecasting methods; combining forecasts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the importance of forecasting methodology and techniques to the business professional;
2. Understand the use of basic tools and methods of

forecasting;

3. Understand the nature and limitations of various forecasting techniques;
4. Be able to identify appropriate forecasting models to explain business, marketing, economics and financial time series and to make forecasts;
5. Collect relevant data and use computer programs especially Microsoft Excel and SPSS for constructing and estimating statistical models to make useful forecasts of future trends and/or to evaluate alternative policy options;
6. Develop skills in interpreting computer outputs obtained during the analysis and report writing;
7. Evaluate performance, detect errors in forecasting and make combination forecast; and
8. Write reports concerning results for recommendations or/and decision making.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** J.H. Wilson and B. Keating (2007) 5th Edition Business Forecasting McGraw-Hill

**Assessment:** Assignment, Case Study 1 and Case Study 2, 50%. Examination, 2 hours, 50%.

### BEO2401 Risk Management and Insurance

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** The aim of the unit is to provide students with knowledge of insurance and how it can be used to manage risk plans for individuals and small firms. It contextualises this theoretical knowledge within complex problems to develop and evidence students technical, creative and conceptual skills in their devise of innovative responses to industry based challenges.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Define and explain some of the basic terms of insurance;
2. Justify the nature of insurance as a risk management device and argue the need for insurance by individuals and corporations;
3. Describe and explain the functions and critique the operations of insurers and debate the current issues facing the industry;
4. Scrutinise and assess the special features of an insurance contract with initiative and judgement;
5. Argue the need for regulating the insurance industry including aspects of the regulatory environment of the industry and critique the role of representatives (Agents and brokers) and some of the taxation issues raised through the regulatory system; and
6. Review and assess general insurance and life insurance products available in the market.

**Class Contact:** Seminar 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Selected readings will be made available via the unit VU Collaborate site.

**Assessment:** Assignment, Assignment and other tasks, 25%. Test, Class test, 15%. Examination, Final examination, 60%.

### BEO2403 Introduction to Music Business

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit of study provides an overview of the contemporary music industry and reveals the key economic relationship between its various elements. Students will apply: principles and issues of copyright and managerial skills to music industry scenarios. Business acumen will be developed by analysing the impact of selected factors on the music industry: informed marketing, industry-relevant financial and revenue considerations, and the legislative and regulatory requirements as they

influence an ethically-based and sustainable music industry.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically interpret the relationship between copyright and revenue in the music business environment through consideration of balancing individual and public good;
2. Analyse how different parts of the music industry exist and co-exist and discuss the correlation of these relationship with ongoing business;
3. Analyse how the artist and or copyright owner engages in all aspects of the music business, including publishing, recording and live performance;
4. Emulate ethical and professional practice to collaborate effectively with others achieving negotiated group outcomes while exhibiting responsibility and accountability for their own learning and work; and
5. Reflect upon personal and team actions and critique the role of culture, values and dispositions in achieving nominated goals.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Simpson, S., & Munro J., (2012). (4th ed.). Music Business Australia: Omnibus Press

**Assessment:** Report, Career focus report, 5%. Assignment, Assignment Draft, 5%. Assignment, Assignment, 40%. Examination, Examination, 50%.

### BEO2431 Risk Management Models

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit provides an overview of investment and risk, and proposes strategies to manage the risks of different investment practices. Students will discriminate between different types of risks encountered by contemporary organisations and investigate models designed to help manage those risks. Students will apply statistics to assess distribution of asset returns, to make decision under uncertainty to choose between alternative investments, measure risk, measure the components of total risk, measure the risk in portfolio construction and management, the efficient market concept option pricing models and volatility.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Deliberate upon the distribution of asset return and the measurement of risk, to substantiate conclusions tailored to meet the requirements of a range of sectors/settings;
2. Quantify the relationship between returns and different types of risk to value the asset and provide justified recommendations;
3. Argue the importance of decision making under uncertainty as they are applied in investment analysis, in local and global contexts;
4. Contextualise the concepts of market efficiency and random walk hypothesis clearly and coherently as they are evidenced in contemporary settings;
5. Adapt the principles of options and option pricing models to analyse and justify recommendations for effective financial decision making for known and changing contexts; and
6. Estimate and forecast volatility in financial time-series, justifying an optimal recommendation.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Kulendran, N. 2012 Risk Management Models McGraw-Hill Australia

**Assessment:** Assignment, Assignment 1, 15%. Assignment, Assignment 2, 15%. Assignment, Assignment 3, 10%. Examination, Final Examination, 60%.

### BEO2500 Contemporary Global Issues

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** Nil.

**Description:** The global economy presents great opportunities for business development and growth, along with considerable challenges and risks associated

with operating in distinctive business environments. This unit explores the economic, political, social, cultural and legal dimensions of international business. We conduct a reflective analysis of major international issues of the day and their implications for international business practices, including corporate governance, cross-cultural communication and negotiation, managing diversity and business ethics. A multidisciplinary approach will enable students to examine complex issues and problems drawing on and integrating concepts and frameworks from economic, law, political and social sciences.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the economic, political, social and environmental dimensions of contemporary global issues;
2. Identify and analyse risks and opportunities in the contemporary global marketplace;
3. Apply an understanding of cross-cultural approaches to international business;
4. Demonstrate an understanding of globalisation, global governance and doing business across regions; and
5. Research, evaluate and identify business solutions to major global issues.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business.

**Required Reading:** Selected journal articles and contemporary international business case studies sourced from international business journals, including: The Economist, The Economist Newspaper Limited 2012, Strategy+business, Booz & Company Inc. (<http://www.strategy-business.com/>) & Business Week, Boomerang. (<http://www.businessweek.com/>)

**Assessment:** Case Study, Case Study Analysis, 30%. Report, Case Analysis Report, 20%. Examination, Final Examination, 50%.

### BEO2501 Business Economics

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BEO1105 - Economic Principles

**Description:** This unit of study examines the economic issues and problems related to business organisation, management, and strategy. It is designed to help business students become more adept at designing and developing business strategy at the firm level. The unit builds upon the theory of the firm that encompasses a company's revenue, cost and pricing decisions and provides the necessary analytical skills, insights and decision-making tools.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Explain the economic environment in which organisations conduct business including market forces, market structures and competition;
2. Understand and apply economic decision-making tools to business, including decisions about establishing and closing businesses, mergers, cost, output, pricing and other policies in a global context;
3. Apply economic models to the analysis of contemporary issues; and
4. Evaluate and understand work of economic and business consultants and recognise business strategy.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Douma, S and Hein, S., (2008). (4th ed.). Economic Approaches to Organizations New York, USA: Prentice Hall

**Assessment:** Test, Multiple choice, 20%. Case Study, A case study of a major international corporation, 30%. Examination, Short answer and/or essay type of questions covering the content of the subject, 50%. Test: Learning Outcomes 1 and

Graduate Capabilities P5 Case Study: Learning Outcomes 2 and Graduate Capabilities I4 Examination: Learning Outcomes 3, 4 and Graduate Capabilities P4, I4.

### **BEO3000 Risk Management Models**

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit provides an overview of investment and risk, and proposes strategies to manage the risks of different investment practices. Students will discriminate between different types of risks encountered by contemporary organisations and investigate models designed to help manage those risks. Students will apply statistics to assess distribution of asset returns, to make decision under uncertainty to choose between alternative investments, measure risk, measure the components of total risk, measure the risk in portfolio construction and management, the efficient market concept option pricing models and volatility.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:  
1. Deliberate upon the distribution of asset return and the measurement of risk, to substantiate conclusions tailored to meet the requirements of a range of sectors/settings; 2. Quantify the relationship between returns and different types of risk to value the asset and provide justified recommendations; 3. Argue the importance of decision making under uncertainty as they are applied in investment analysis, in local and global contexts; 4. Contextualise the concepts of market efficiency and random walk hypothesis clearly and coherently as they are evidenced in contemporary settings; 5. Adapt the principles of options and option pricing models to analyse and justify recommendations for effective financial decision making for known and changing contexts; and 6. Estimate and forecast volatility in financial time-series, justifying an optimal recommendation.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Kulendran, N. 2012 Risk Management Models McGraw-Hill Australia

**Assessment:**Assignment, Assignment 1, 15%. Assignment, Assignment 2, 15%. Assignment, Assignment 3, 10%. Examination, Final Examination, 60%.

### **BEO3201 Distribution Management and Operations**

**Locations:**Werribee, Footscray Park, City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study aims to provide students with an understanding of a full range of storage and handling decisions that firms are required to take as various goods and services make their way from the points of origin or manufacture to the points of consumption, both globally and in local markets. Depending on the nature of the product being distributed and the channels of distribution being utilised, students will learn that the different types of warehouse design including, facility sizing, financial type, configuration, space layout, dock design, material handling system and stock layout. To provide participants with an understanding of the operational factors and concepts that enable organisations to deliver reliable and cost effective service to their customers. Topics include: major components of the distribution functions, the inter-relationship between these components, and the importance to the organisation of an integrated logistics management system that drives the distribution function, in terms of being able to optimise all elements of trade.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:  
1. Understand the principles of customer service and customer order processing;  
2. Understand the role and function of warehousing and distribution within the

logistics model and process; 3. Understand the principles of location and design of distribution of distribution facilities, associated storage and equipment; 4. Understand the principles of planning and scheduling warehouses, distribution centres and distribution channels; 5. Understand the use of standards, tracking devices and performance measurements in distribution; and 6. Be aware of HR issues in warehouse operations.

**Class Contact:**Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**K. Ackerman, 2000, Warehousing Profitably, Ackerman Publications, Columbus, OH.

**Assessment:**Assignment, 30%, 3000 words; Case study, 20%; Tutorial Exercises, 10%; Final examination, 40%.

### **BEO3202 Supply Principles**

**Locations:**Werribee, Footscray Park, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study aims to provide students with an understanding of the operational importance of procurement, for the strategic supply of goods and services to business organisations - topics include: strategic procurement; steps in the buying process, matching supply with demand, buying at the right price, e-procurement, sourcing and managing suppliers, outsourcing, supplier relationships, contracts and negotiation.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:  
1. Understand the various approaches in managing the relationship with suppliers;  
2. Understand the structure and uses of total cost, value for money and value/cost analysis; 3. Develop an integrated understanding of the purchasing function, drawing on the many disciplines - from ethics and human resources to supply, sourcing and strategy - that all contribute to a full knowledge of purchasing practice and techniques; and 4. Gain an international perspective on global sourcing and supply chain management and logistics.

**Class Contact:**Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Lysons & Farrington (2006) 7th Purchasing & Supply Chain Management Prentice Hall

**Assessment:**Assignment, Individual Assignment, 20%. Case Study, Group Exercise, 30%. Tutorial Participation, Oral Presentation, 10%. Examination, Final Examination, 40%.

### **BEO3203 Supply and Value Networks**

**Locations:**Werribee, Footscray Park, City Flinders.

**Prerequisites:**Nil

**Description:**The unit of study aims to provide an understanding of the business supply networks that surround an organisation on a global basis and the considerations required in the design and structure of the network. Topics include: global business and the structure of supply networks; industrial and support capacity and its relationship to demand and supply; behaviour through power and relationships through ownership, control and influence in supply networks; uncertainty and risk in supply networks; improving business outcomes in the supply network through revenue management and strategic alliances; design and costs of supply networks.

**Credit Points:** 12**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Gain an understanding of the structure of supply networks and the roles that various logistics service providers have in the success of a principal organisation; and
2. Gain an understanding of the effects of capacity constraints, behaviour and uncertainty on the operation of the network.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.**Required Reading:** Christopher, M., 2005, Logistics and Supply Chain Management-Creating Value-Adding Networks, 3/e, Prentice-Hall.**Assessment:** Assignment, 30%, 3000 words; Case study, 20%; Tutorial Exercises, 10%; Final examination, 40%.**BE03257 Economics of Retailing****Locations:** Footscray Park.**Prerequisites:** BE03296 - Buying and Merchandising**Description:** The unit of study provides students with an understanding of the structure, conduct and economic performance of the Australian retailing industry. Topics include: concentration and competition in Australian retailing markets; the nature of market conduct in relation to various market structures in the retailing industry, including pricing, product, advertising and promotional strategies; government policies; evaluation of the economic performance of the industry on the basis of efficiency, progressiveness, full employment, price stability and competition.**Credit Points:** 12**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.**Required Reading:** Havrila, I., 2007, Economics of Retailing. Study Notes and Tutorial Review Questions, Victoria University.**Assessment:** Test, 10%; Assignment (a group of 3 students) and oral presentation of the assignment, 20%; Tutorial exercises, 10%; Final examination, 60%.**BE03296 Buying and Merchandising****Locations:** Footscray Park.**Prerequisites:** BE01195 - Global Retailing BHO1171 - Introduction to Marketing Prerequisites are BE01195 or BHO1171**Description:** This unit of study is designed to provide students with an understanding of the activities and strategies involved in merchandise management and their significance for a successful performance of a retail venture. The unit familiarises students with the principles and terminology important in understanding profitable merchandising. Topics include: planning merchandise assortments; buying systems; buying merchandise; negotiating with vendors; fundamental principles and techniques of merchandising mathematics; pricing strategies; performance measures; store layout, design, and visual merchandising.**Credit Points:** 12**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the importance of merchandise management in developing an effective retail strategy;
2. Develop merchandise assortment and budget plans;
3. Evaluate merchandise performance;
4. Determine merchandise sources;
5. Understand buying systems and related issues;
6. Identify alternative pricing strategies; and
7. Recognise the elements and importance of store layout, design

and visual merchandising strategies.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.**Required Reading:** Levy, M., and Weitz, B., 2004, Retailing Management, 5th Edition, McGraw-Hill/Irwin, Boston.**Assessment:** Test, Multiple Choice Test, 15%. Case Study, Case Study 2000 - 2500 words, 35%. Examination, Final Examination, 50%.**BE03347 Planning for Long Term Wealth Creation****Locations:** City Flinders.**Prerequisites:** Nil.**Description:** The aim of this unit is to provide students with underpinning knowledge and skill in the area of wealth creation and retirement planning. Students will gain a broad understanding of various retirement plans and also be able to assist individuals to reach their planned retirement goals. Topics include introduction to wealth creation and retirement planning, taxation planning, superannuation, termination payments, retirement income streams and the role of the financial planner in pre-retirement counselling.**Credit Points:** 12**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review an individual's current investments and then arrange these to best meet their ongoing lifestyle requirements;
2. Articulate the important role superannuation and its related tax implications play in reaching an individual's funding requirements for retirement;
3. Diagnose the critical initiatives that are going through legislative processes and are forcing Australians to plan for retirement in a dynamic environment;
4. Qualify the need for insurance and estate planning in the financial planning process;
5. Explain and illustrate the role of Social Security in retirement planning for individuals who are eligible to receive it; and
6. Collaborate with peers and deliberate ideas using communication skills in a group setting.

**Class Contact:** Seminar 3.0 hrs**Required Reading:** Taylor, S. and Juchau, R., 2013 5th edition Financial Planning in Australia Butterworths, Australia**Assessment:** Assignment, Major Group Assignment, 30%. Examination, Mid-term Examination, 20%. Examination, Final Examination, 50%. The above assessments have a total equivalent word count of 5,000 words.**BE03366 Economic Policy and Research****Locations:** Footscray Park.**Prerequisites:** BE01105 - Economic Principles**Description:** This unit of study aims to apply principles of macroeconomic and microeconomic theory and policy in the analysis of selected economic problems and discuss the range of economic policy responses put forward in the context of a critical understanding of economic theory. Topics will vary according to the nature of contemporary economic issues and problems but may include: taxation reform; infrastructure privatisation, employment policy; and the political economy of macroeconomic policy.**Credit Points:** 12**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Lewis, P., Garnett, A., Hawtrey, K. and Treadgold, M., *Issues, Indicators and Ideas: A Guide to the Australian Economy*, 4th edition, Addison Wesley, 2006.

**Assessment:** Test, 20%; Assignment 30%; Final examination, 50%. Note: Only hand-held non-programmable calculators are permitted in the test and in the final examination.

### **BE03378 International Economics and Finance**

**Locations:** City Flinders.

**Prerequisites:** BE01105 - Economic Principles Does not apply to students completing: BBCC Bachelor of Commerce (Applied Finance), BBCC Bachelor of Commerce

**Description:** International trade encompasses cross-border trade in goods, services, labour and capital. It provides consumers and business access to new products and markets. In this unit we examine the economics of trade and finance and develop the analytical tools for evaluating the welfare and income distribution consequences of engaging in international trade and the impact of trade barriers. Case study and policy analysis provides a practical application of key concepts and models of international economics. The financial dimensions of international trade are also explored with an examination of the composition of trade, the balance of payments, exchange rate determination and open economy macroeconomic policy. These analytical tools are applied to analysing international financial crises and to the continuing development of bilateral and multilateral trade agreements and trading blocs.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Review a range of trade theories to conceptualise present day international trade patterns;
2. Assess the efficiency and distributional consequences of barriers to trades;
3. Analyse the dynamics of foreign exchange markets in facilitating the flows of goods, services and investment;
4. Assess the effectiveness of national macroeconomic policy and the interdependence with the balance of payments and exchange rates; and
5. Appraise the economic rationale and welfare effects of the formation of Free Trade Agreements and regional trading blocks.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Gerber, James (2011) (5th ed.). *International Economics*, New Jersey, USA: Prentice Hall

**Assessment:** Report, A country or an industry study, 20%. Test, Mid-Semester Test; Multiple Choice Questions, 20%. Examination, Final Examination, 60%.

### **BE03391 Australasian Culture and Business Environment**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit of study provides an insight to the main aspects of the different cultural and business environments of Australia, New Zealand and Asia. Topics include: different colonisation patterns of Australia and New Zealand; Australian slang and strine; composition of Australia's international trade flows; country profiles of ASEAN, South Korea, Japan, China and India; International legal implications of trade within the region; Free Trade Agreements and Regional Trade Agreements; transparency and ethics; market potential and marketing in Australia and Asia; and business expansion strategies and entry modes.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse the main cultural traits of predominant cultures within the Asian region;
2. Critically analyse the key economies of particular relevance to Australia and their structural changes;
3. Critique the main benefits of Free Trade and Regional

Agreements for both the goods and services sectors; 4. Analyse the main legal environments in Australia and Asia; and 5. Analyse Australia's export capabilities to selected Asian region economies.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the College of Business.

**Required Reading:** Verghese, T., (2007) *The Invisible Elephant* Synergistic Press, Melbourne, Australia Additional resource: Lustig, M.W., Koester, J., 2012, *Intercultural Competence*, 7th ed., Pearson, Upper Saddle River, NJ, USA

**Assessment:** Test, In class test, 20.00%. Presentation, In class group presentation, 30.00%. Report, Group report, 50.00%.

### **BE03404 International Aspects of the Music Industry**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit provides students with detailed insights into the international music industry with specific focus on the major consumption of music. Students will investigate the impact of international networks and distribution systems, and will review the emergence of mega-entertainment corporations and international copyright regimes. International trade in music product will be critiqued with respect to the emergence of international digital trade regimes, new business models and copyright laws.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse the differences in copyright legislation and its implementation between the major music consuming territories, with particular focus on ISPs;
2. Analyse and apply the complexities of International royalty collection and administration in the context of the music industry;
3. Investigate the unique features of major international music territories and differentiate these from their national counterparts;
4. Critically assess the professional environment as it relates to significant trends in the Europe, Asia and North American music industry contexts; and
5. Exhibit initiative and judgement in team-based planning, problem-solving and professional practice.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Detailed Lecture Notes, readings and reference articles will be available on VU Collaborate.

**Assessment:** Presentation, Presentation, 20%. Assignment, Assignment (case related), 30%. Examination, Final Examination, 50%.

### **BE03406 Strategic Retailing**

**Locations:** Footscray Park.

**Prerequisites:** BE01195 Global Retailing, BH01171 Introduction to Marketing.

**Description:** This unit of study is designed to provide a range of approaches aimed at assisting students to understand the opportunities and challenges faced in the retailing industry. Students will be exposed various decision making scenarios from a strategic management perspective in the context of globalisation with a view to grow and improve the retail firm's profitability.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the organisation of several types of retailing structures and the entrepreneurial quality required by retailers;
2. Appreciate the challenges and opportunities that the global environment provides to Australian retailers;
3. Appreciate the new approaches available to retailers for accelerated growth and profitability; and
4. Recognise the important areas for strategic management

decision making in the retail industry.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Berman, B. & Evans, J.R. (2004). (9th ed.) Retail Management: A Strategic Approach. New York: Prentice Hall.

**Assessment:** Assignment, 40%; Tutorial exercises and classwork, 10%; Case study presentation, 10%; Final examination, 40%.

### BEO3408 Music Publishing and Recording

**Locations:** Footscray Park.

**Prerequisites:** BEO2403 - Introduction to Music Business

**Description:** This unit introduces students to the economics of copyright and the exploitation of copyright product in the music industry. It investigates the principles of music publishing and recording and key sources of income, including mechanical income, synchronisation with film or television, public performance and broadcast. Students will review the methods of collection, calculation and distribution of income, and investigate the economic structure of a music publishing and recording business. The role of collection societies and performing rights organisations (PRO's), both domestic and international, and the key characteristics and features of publishing and recording agreements will be critically analysed.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Evaluate legal and associated production activities of music publishing and recording companies;
2. Analyse performing rights organisations according to derived and justified criteria, and substantiate this analysis through their function in music publishing and recording;
3. Analyse and assess contractual activity and responsibilities of the music publishing and industry in the context of local and/or global communities and the industry's responsibilities within these communities;
4. Critically analyse contractual activity and responsibilities of the music recording industry; and
5. Collaborate on a timely basis with team members to achieve group outcomes; demonstrating personal initiative to propose and develop new ideas, effective interpersonal skills to influence team planning, processes and outcomes, and responsibility and accountability for own learning and practice.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Brabec, J., & Brabec, T. (2011), (7th ed.), Music, Money and Success: The Insider's Guide to Making Money in the Music Industry New York, USA: Schirmer Trade Books

**Assessment:** Assignment, Assignment, 30%. Presentation, Tutorial Presentation, 20%. Examination, Final Examination, 50%.

### BEO3418 Global Transport Economics

**Locations:** Werribee.

**Prerequisites:** BEO1105 Economic Principles.

**Description:** This unit of study introduces the application of theory to the analysis of operations, policies and challenges in the transport sector. This analysis is carried out against a background of the importance to an economy of a highly developed transport sector. Issues explored will centre on the transport of goods and people at both national and international levels. Topics include: regulation of the transport sector, with an emphasis on international movement of goods; structure of transport sector, pricing of transport services; transport reform, interaction between transport sector and the rest of the economy; economics of different transport modes.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two

hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Lich, Herbert G. (1997). Transport Systems RMIT Press

**Assessment:** Assignments x 2 worth 30% each, 60%; Final examination, 40%.

### BEO3430 International Economic Analysis

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BEO1105 - Economic Principles

**Description:** The aim of this unit is to study economic factors surrounding the international movement of goods and services, labour and capital. Topics include: measurement and determinants of intra-industry trade; analysis of barriers to trade; political economy of trade; trade policy; exchange rate policy; international movement of labour and capital; multinational corporations and FDI; international finance and financial crises; trade and environmental issues; and international trade regulation. Students will engage in a range of learning activities involving practical problem solving sessions, case study analysis, online learning activities, peer discussion and review, and self-reflection. Student learning will be guided and assessed by means of a test, a country or industry project and a final examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review a broad range of theories concerning international trade from a diverse range of academic sources;
2. Critically assess the regulation of trade in local and global markets;
3. Critically examine various markets of labour migration, environmental protection, exchange rate determination and financial crises;
4. Apply selected economic models to various international trade contexts;
5. Exercise critical thinking and judgement in identifying and solving international trade problems with intellectual independence; and
6. Communicate international trade knowledge and ideas associated with topics that include measurement and determinants of intra-industry trade; analysis of barriers to trade; political economy of trade; trade policy; exchange rate policy; international movement of labour and capital; multinational corporations and FDI; trade and environmental issues; and international trade regulation in a clear and coherent manner in the form of a professional market/industry report.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Pugel, Thomas A. (2012) (15th ed.). International Economics. New York: McGraw-Hill, Irwin

**Assessment:** Test, Test, 20%. Assignment, Country or industry project, 20%. Examination, Final Examination, 60%.

### BEO3432 Strategic International Trade Operations

**Locations:** Footscray Park, City Flinders.

**Prerequisites:** BEO1106 - Business Statistics

**Description:** This unit focuses upon strategic decision making as an essential aspect of international trade operations. These decisions focus upon economic, financial and efficient positioning of a company and its exports in the international market place in terms of productivity improvements, organisation of viable production and organisation of effective transportation facilities.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critique and analyse the concepts relating to a portfolio of trade operational tools and trade promotion;
2. Demonstrate professional approaches to international trade through effective application of precise professional terminology, the proposition of appropriate resolutions to specific trade expansion problems and

issues, and appropriate use of models and quantitative techniques; 3. Critically examine the provisions of government trade organisations, such as Austrade in Australia (Students at overseas campus are expected to be familiar with their government organisation that provides data and assistance on trade); 4. Be competent in obtaining relevant results using Excel for analysis; and 5. Generate, justify effective decision-making in organising trade operations through professionally appropriate technical reports.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Legasothy, K & Hubert Fernando, (2011), BEO 3432: Operation Management, Australia: McGraw Hill

**Assessment:**Report, Research Plan, 5%. Report, Research Report, 25%. Test, Mid-semester Test, 20%. Examination, Final Examination, 50%.

### BEO3433 Field Research Project

**Locations:**Footscray Park, Domestic or International locations as specified in each program.

**Prerequisites:**Nil.

**Description:**This unit will expose students to the cultural, political and regulatory environments in particular economic regions, with an emphasis on the country(ies) specified on the VU Collaborate web page. The basis of the unit, is a study tour to the country(ies) specified on the VU Collaborate web page. Students will learn from lectures/visit to regulatory institutions, private enterprises and academic organisations, which will allow the observation of international business in action in the field. The tour will be preceded by briefing sessions. Students may complete a journal during the trip and attach this to their final report.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Analyse the main cultural differences between the target country(ies) to be visited as specified on the VU Collaborate web page using the Cultural Mirror framework; 2. Critique the business and regulatory regimes and observe work practices that occur in the country(ies) specified on the VU Collaborate web page within the context of the field research project activities; and 3. Through a self-reflection report critically analyse the experience and impact of the study tour on the individual student (self); and as appropriate links between classroom theories and study tour activities and future career aspirations.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Details of texts and other resources will be provided to the students depending on the country to be visited. Please refer to the information available on VU Collaborate unit page.

**Assessment:**Presentation, Pre-tour activities., 10%. Presentation, On-tour activities (participation, contribution, and behaviour) and oral presentation with audio visual support., 35%. Report, Written report (5000 words maximum), 55%.

### BEO3446 Financial Institutions and Monetary Theory

**Locations:**City Flinders.

**Prerequisites:**BEO1105 - Economic Principles BEO1103 - Microeconomic Principles BEO1104 - Macroeconomic Principles Either/Or BEO1105 for BBUS Bachelor of Business and all other students BEO1103 and BEO1104 for BBCO and BBLC Bachelor of Commerce/Law students only.

**Description:**The unit of study focuses on the operation of the financial system and management of money in a real economy with special reference to Australia. Topics include: the financial sector and the real economy; the evolution of the financial system; financial institutions financial instruments; efficiency of the financial sector; monetary theory; and monetary policy. The unit will identify and promote the

analytical skills required to assess the determinants, and impacts on the economy, of changes in monetary policy and interest rates.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically reflect upon operation of Australian and global financial systems; 2. Integrate conceptual and practical understandings of financial institutions in order to analyse the manner in which they operate; 3. Critically review, analyse and apply the principles of monetary theory to expound on the management of money in a real economy; 4. Analyse, and synthesise knowledge of Australian and overseas central bank functions in order to critically differentiate their impact on the flow of funds; and 5. Elucidate a clear, coherent and independent exposition of knowledge regarding the operation of monetary policy in local and global contexts.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Kidwell, D.S., Brimble, M., Lenten, L., Docherty, P., Mazzola, P. and Basu, A (2014) 3rd edition Financial Markets, Institutions and Money Wiley, Australia

**Assessment:**Test, Mid Semester Test, 20%. Assignment, Group Assignment, 20%. Examination, Final exam, 60%. Note: Any hand-held calculators may be used in examinations.

### BEO3447 Commercial Banking and Finance

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**BEO3446 - Financial Institutions and Monetary Theory

**Description:**This unit examines the major risks and issues faced by the Australian banking institutions within the global financial context and the strategies used to manage such risks. It also explores the economics (effect) of regulation on bank risk and management. This unit follows from the body of knowledge acquired in BEO3446 Financial Institutions and Monetary Theory. Topics include an introduction to the structure of financial markets and Australian banking environment, nature and determination of interest rates, derivatives market, bank performance, management of bank risks including market, credit, liquidity and interest rate risk, loan sales and securitisation, effects of regulation and banking systems. Students will be introduced to various concepts and theories regarding commercial banking in lectures which they will explore further in workshops and will critique and apply in critical reports, individual and group-based workshop activities and an examination.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse the major types of risk faced by banks and sources of such risks; 2. Judge the impact of risk on bank balance sheets and the role of regulation; 3. Appraise qualitative and quantitative data to assess performance of Australian banking institutions within the global financial context; 4. Advocate portfolio strategies including non-market related and derivative contracts used by banks to manage various risks; 5. Produce a clear, coherent and well-structured written report which interrogates commercial banking and finance issues and advocates and justifies strategies to manage risks; and 6. Work collaboratively in teams while exhibiting individual responsibility and accountability to critically reflect upon and manage risks that can be faced by Australian banking institutions.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Lang, H, Saunders, A and Cornett, C 2013 3rd Edition Financial Institutions Management: A Risk Management McGraw Hill, Australia

**Assessment:**Workshop, Continual assessment comprising of workshops and critical reports regarding bank risk., 5%. Test, Mid-term Test, 20%. Assignment, Group Assignment, 25%. Examination, Final Examination, 50%.



## BEO3500 Applied Economics Research Project

**Prerequisites:**BEO1106 - Business Statistics AND the completion of 16 units of study in the student's course.

**Description:**This is a third year elective unit for the Bachelor of Business course. This unit will provide students, in groups of 3-4, with the opportunity to apply basic research skills and competencies to an approved applied/business research project to inform financial, accounting, marketing and management decisions. To this end, students will be encouraged to explore a broad range of research techniques and select the appropriate one to conduct research on their chosen topic. Students will be exposed to work collaboratively with fellow students in the team and to discuss with people in industry or in business to elicit research questions which relate to students specialisation. Key competencies to be covered include: the applied research process; working in teams; Internet tools; appropriate use of software tools - such as spreadsheets, word processing, presentation; appropriate use of databases and statistical analysis computer software; principles of effective research report writing; developing oral presentation skills. The successful completion of the unit will enable students to visualise the business world from a researcher's perspective and will equip students to minimise the risk of taking uninformed decision.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Apply broad and coherent body of knowledge acquired from prior learning from the degree to undertake economics or business research as a basis for further research;
2. Critically review up-to-day literature and findings in the chosen field of study;
3. Collaborating with others, initiate, plan and execute an economics or business research project;
4. Quantitatively investigate a hypothesis. Interpret the quantitative results and predict or forecast an outcome;
5. Draw reasonable conclusions and recommend workable solutions; and
6. Report the findings effectively to target audiences.

**Class Contact:**Lecture 1.0 hr Tutorial 2.0 hrs

**Required Reading:**Cavana, R. Y., Delahaye, B. L. & Sekaran, U. 2009, Australian edition, Applied Business Research: Qualitative and Quantitative Methods, John Wiley & Sons, Brisbane. Summers, J. & Smith, B., 2006, 2nd edn, Communication Skill Handbook, John Wiley & Sons, Brisbane.

**Assessment:**Presentation, Oral presentation and research proposal, 10%. Report, Written proposal, 20%. Presentation, Oral presentation and final report, 25%. Report, Written Report, 45%.

## BEO3517 International Trade Practices

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit is to introduce business students to the various procedures and documentation required to facilitate an international trade (export and import) transaction; the instruments of trade finance; and the various methods of financing/settling exports and imports transactions. These processes will be introduced using industry-based computer software.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Demonstrate the process of negotiating terms of delivery and payment utilising explicit knowledge of international terms;
2. Determine and generate the documents necessary to process a specific export/ import transaction;
3. Analyse and assess for risk the various forms of international payments and trade settlements; and
4. Evaluate foreign exchange risk and design appropriate risk management strategies.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Bergami, R 2013, 4th edn, International Trade: A Practical Introduction Melbourne, Australia: Eruditions Publishing

**Assessment:**Test, 5 x Multiple Choice Tests, 30%. Test, Annual Student Conference (Semester 1 only), 5%. Assignment, 3 x Practical Assessments using authentic specialist software and reference materials, 30%. Assignment, Final Assessment using authentic reference materials, 35%.

## BEO3600 International Business Strategy

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**BEO1252 - International Business Context

**Description:**Multinational enterprises leverage their capabilities to create competitive advantage in international markets. This unit examines business strategy from the perspective of the multinational enterprise including; market entry strategies (foreign direct investment, licensing and franchising), developing global networks and supply chains, marketing strategies, intellectual property and knowledge management, and how these shape a global corporate strategy.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse the organisational structure of multinational enterprises and key functional areas (e.g. marketing, finance, HR);
2. Apply international business strategies and plans used by senior managers in multinational enterprises;
3. Critically review and conduct cost-benefit analysis of a range of market entry strategies for distinctive markets;
4. Examine the development of international networks and the value chain; and
5. Apply selected business strategy frameworks to a range of scenarios and case studies.

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business.

**Required Reading:**Cavusgil, S.T., Knight, G. and Riesenberger, J.R. (2014), 2nd ed. International Business: Strategy, Management and New Realities, New Jersey, USA: Pearson Prentice Hall

**Assessment:**Test, Multiple Choice Test, 20%. Case Study, Report / Case Study, 40%. Examination, Final Exam, 40%.

## BEO4123 Global Logistics

**Locations:**Werribee, City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study aims to provide students with the skills to control strategically the logistics function in the context of the globalisation of business. In addition, the unit of study aims to enable students to master a range of domestic and international logistics challenges. Students will be exposed to a strategic perspective of supply chain management appropriate to firms in different stages of development and operating in various types of industries. Topics include: analysis of Australian and international supply chain systems; development of competitive logistics strategies; analysis of the role of intermediaries and vendor development methods; channel structure and control including conflict resolution; influence of product and promotional mix on the costs and efficiencies of logistics; elements of transportation, warehousing, inventory control and material handling; role of logistics for successful entry in local and international markets.

**Credit Points:** 12

**Class Contact:**Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Christopher, M., Logistics and Supply Chain Management, 3rd

edn, Prentice-Hall.

**Assessment:** Assignments, 60%; Final examination, 40%.

### BE05305 International Supply Chain Structure

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit explores the problems, concepts and practices of global logistics in international business, including its role in achieving a competitive edge for firms in international business and an understanding of logistic variables in different countries and industries. It will interrogate topics such as supply chain strategy; the impact of trade pacts in defining global logistics; customer service; global logistics and physical distribution; role of third party logistics in international business; international distribution practices across companies; logistics performance index (LPI) measure; logistic support for international market entry; export processes; influence of global logistics on corporate profit; and planning, control and audit of global logistics in international decision environments.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically evaluate and analyse the complexity of global supply chains and their processes in the current dynamic business context;
2. Argue and critically analyse the importance of the customer service function to the logistics effort of the firm;
3. Critically analyse areas where the performance of distribution logistics can be improved and make appropriate recommendations; and
4. Work collaboratively with other team members in preparing a group project report and delivering a professional class presentation based around a selected case study for specialist and non-specialist audiences.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Mangan, J., Lalwani, C., Butcher, T., & Javadpour, R. (2012) 2nd Ed Global Logistics & Supply Chain Management John Wiley & Sons Inc

**Assessment:** Presentation, Case Report & Presentation, 10%. Report, Major Written Group Project, 40%. Examination, Final Examination, 50%.

### BE05307 Global Procurement

**Locations:** City Flinders.

**Prerequisites:** Nil

**Description:** This unit of study aims to enhance student's understanding of the operational importance of procurement, across geographical boundaries, for the strategic acquisition of goods and services by business organisations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse a range of functions that make up the modern procurement process, the importance they have in the supply chain, and how they have evolved over time;
2. Produce a well-structured and balanced individual report, on a purchasing-related topic, based upon the reading of established academic opinion;
3. As a member of a small team, produce a professional case study report based on experiences gained during an industry site visit, linking those experiences with theory learnt in the classroom; and
4. Work with other team members in delivering a professional class presentation based around selected topics covered in their case study report.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Monczka, RM, Handfield, RB, Giunipero, L, Patterson, JL. 2011. 5 Purchasing and Supply Chain Management. South Western Cengage Learning

**Assessment:** Literature Review, Individual Report, 20%. Case Study, Industry Based Group Case Study/Report, 40%. Presentation, Group Presentation, 10%. Test, 1

Hour Class Test, 30%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### BE05407 Economic Impacts of Events

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study provides students with an understanding of the fundamental economic concepts, methodologies and analytical tools useful in initiating, developing, managing and evaluating special events. Topics include: economic perspectives on special events; initiating, identifying and exploiting markets for special events; environmental assessment - economic and industry environment; and approaches to special event evaluation.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** G.J. Syme et al, Hall, C.M., 1993, 'The Economic Impacts of Hallmark Events'. J.P.A and Mules, T.J., 1998, 'An Economic Evaluation of the Adelaide Grand Prix'.

**Assessment:** Minor assignment, 30%; Major assignment, 50%; Class presentation, 20%.

### BE05539 Business Statistics

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit develops practical skills in statistical and mathematical techniques commonly used in business decision making. It draws on fundamental business statistics and quantitative analysis theories with contemporary computational skills to critically evaluate complex business problems and to cross-examine them through computer technologies.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Discriminate between statistical analysis technique to solve a given business problem;
2. Exhibit, interpret and critique business and economic data by graphical and numerical statistical methods;
3. Apply sampling theory in statistical inference: estimation and hypothesis testing;
4. Model and test business and economic relationships using linear regression;
5. Critically assess alternative statistical techniques for identifying methods appropriate for the purpose and condition of an analysis;
6. Conduct business forecasting using time series data and evaluate forecasting performance; and
7. Optimise statistical analysis using a statistical tool.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Black, K., Asafu-Adjaye, J., Burke, P., Khan, N., King, G., Perera, N., Sherwood, C., Verma, R. and Wasimi, S. (2013) 3rd Australian Business Statistics John Wiley & Sons Australia Ltd.

**Assessment:** Test, Class Test, 10%. Report, Individual project report, 20%. Report, Group project report, 20%. Examination, Final Exam, 50%.

### BE05685 Financial Institutions Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study provides an overview of asset/liability management in financial intermediaries. Topics covered include: Why are financial intermediaries special? The regulatory environment. Asset management, liquidity, the bond portfolio, the loan portfolio. Capital planning. Techniques of measuring and managing

interest rate risk, dollar gap, duration gap, futures, options, and swaps. Assessing bank performance and efficiency issues.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by lecturer

**Assessment:** Assignments and internal assessment, 40%; Presentation, 10%; Final examination, 50%.

### **BEO5686 Financial Derivative Markets**

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit critically reviews the operation of financial markets and the various derivative products that are traded on these markets from both an Australian and global perspective. These markets will be interrogated from conceptual, analytical and decision-making perspectives. Students develop technical and professional skills through simulated virtual trading of real markets using live quotation providing the opportunity to experience trading real derivatives using virtual money as well as strategy concepts in an enjoyable, risk-free virtual environment.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review the rationale, structure and functions of the various derivative products and markets; 2. Exemplify professional judgements on appropriate use of derivatives products and their pricing and make recommendations; and 3. Work collaboratively and interrogate issues related to financial markets and various derivative products and debrief corporate clients with evidence based justifications.

**Class Contact:** Seminar 3.0 hrs Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business. Unit of study equal to 12 credit points.

**Required Reading:** Whaley, R. E., 2006 Derivatives: markets, valuation, and risk management John Wiley and Sons Also available as an ebook in the library

**Assessment:** Assignment, Group assignment - written report, 50%. Examination, Final examination, 50%. The total word count of these assessments is equivalent to 7,000-8,000 words.

### **BEO6500 Economics for Management**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study provides a clear and comprehensive account of how economics explains and analyses the functions of the firm in a modern industrial society. Topics include: the nature and scope of economics; demand, supply and the market mechanism; production, costs and profit analysis; market structure and regulation; macroeconomic policy and the economic role of government; national income and economic welfare; consumption, savings, investment and taxation; money, interest and credit; the balance of payments, international trade and exchange rate determination; and inflation and unemployment.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Stonecash, R., Gans, J., King, S., and Mankiw, N.G., 1999, Principles of Macroeconomics, Harcourt, Sydney. Brewster, D., 1997, Business

Economics: Decision-making and the firm, ITP Nelson, Sydney.

**Assessment:** Examination, 50%; Continuous assessment, 50%.

### **BEO6501 Quantitative Analysis**

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit develops practical skills in statistical and mathematical techniques commonly used in business decision making. It draws on fundamental quantitative analysis and business statistics theories with contemporary computational skills to critically evaluate complex business problems and to cross-examine them through computer technologies.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Discriminate between statistical analysis technique to solve a given business problem; 2. Exhibit, interpret and critique business and economic data by graphical and numerical statistical methods; 3. Apply sampling theory in statistical inference: estimation and hypothesis testing; 4. Model and test business and economic relationships using linear regression; 5. Critically assess alternative statistical techniques for identifying methods appropriate for the purpose and condition of an analysis; 6. Conduct business forecasting using time series data and evaluate forecasting performance; and 7. Optimise statistical analysis using a statistical tool.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Black, K., Asafu-Adjaye, J., Burke, P., Khan, N., King, G., Perera, N., Sherwood, C., Verma, R. and Wasimi, S. (2013) 3rd Australian Business Statistics John Wiley & Sons Australia Ltd.

**Assessment:** Test, Class Test, 10%. Project, Individual Project Report, 20%. Project, Group Project Report, 20%. Examination, Final Examination, 50%.

### **BEO6600 Business Economics**

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit develops an evidence-based approach to economic decision-making in a dynamic market environment and critically examines the rationale for and effectiveness of government policy and regulation. Microeconomic topics include an analysis of the competitive environment facing firms, including: pricing, market structure, market failure and transaction costs. Macroeconomic topics include a review of significant national and international economic challenges, including: business cycles, inflation, unemployment and international competitiveness. These will be examined from the perspective of government stabilisation policies and strategies to enhance productivity, international competitiveness and economic growth.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify, explain and synthesise core and advanced economic concepts, including recent developments in the discipline; 2. Frame and critically analyse business problems by applying economic reasoning and analytical skills to make informed judgements and decisions; 3. Ability to utilise economic data to address economic problems, apply appropriate empirical techniques and interpret results; 4. Communicate complex ideas clearly and coherently, in written form and interactive oral form to expert and non-expert audiences; and 5. Reflect on and evaluate the nature and implications of assumptions and value judgements in economic analysis and policy.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Readings will be recommended; Lecture notes, tutorials and additional materials will be provided by or referred to by lecturer and be supported by the VU e-learning system.

**Assessment:** Assignment, Structured Assignments, 30%. Test, Mid Semester Test, 20%. Examination, Final Examination, 50%.

### **BE06704 Tourism Economics**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study will develop and provide concepts, knowledge and methodologies useful in the application of economic principles to the study of tourism. Topics include: tourism resource allocation; tourism demand and supply; strategic planning and analysis; and the forecasting of tourism.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by lecturer

**Assessment:** Assignment, 20%; Final examination, 60%; Presentation, 20%.

### **BE08002 Phd (Research)(Full Time)**

**Locations:** City Flinders.

**Prerequisites:** Please Enquire.

**Description:** The candidate is expected to develop, under supervision, a thesis of original and significant content which displays a high level of research expertise. A field of study within the area of business and specific to a discipline with the Faculty must be chosen by the candidate in consultation with a supervisor. The final thesis must be an extensive exposition of original research which is well written and exposes a deep understanding and knowledge by the candidate of the field of study.

**Credit Points:** 48

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 48 credit points per semester.

**Assessment:** Research thesis, 100%.

### **BE08003 Phd (Research)(Part Time)**

**Locations:** City Flinders.

**Prerequisites:** Please Enquire.

**Description:** The candidate is expected to develop, under supervision, a thesis of original and significant content which displays a high level of research expertise. A field of study within the area of business and specific to a discipline with the Faculty must be chosen by the candidate in consultation with a supervisor. The final thesis must be an extensive exposition of original research which is well written and exposes a deep understanding and knowledge by the candidate of the field of study.

**Credit Points:** 24

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 24 credit points per semester.

**Assessment:** Research thesis, 100%.

### **BFP1100 Professional Development 1 - Critical Thinking and Problem Solving**

**Locations:** Werribee, Footscray Park, VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** Professional Development 1 will develop students' skills in critical thinking, problem solving and collaborative working necessary for professional and academic learning through group and teamwork, interactive class-based activities, team-based projects and a case study approach to business issues.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Appreciate the social, cultural, political, economic & legal dimensions of the business environment;
2. Identify aspects of social and cultural diversity;
3. Identify personal skills, interests and motivations;
4. Develop information & business literacy;
5. Use a variety of information gathering & analysis methods;
6. Contextualise information and problem definition;
7. Define business problems within a problem solving framework;
8. Apply problem-solving strategies to business issues; and
9. Understand the cognitive & dispositional dimension of critical thinking.

**Required Reading:** Fogler HS, LeBlanc S, (2008) 2nd Edition Strategies for Creative Problem Solving Prentice-Hall Ed., New Jersey

**Assessment:** Case Study, Business Environment Scenarios, 30%. Presentation, Oral Presentations, 20%. Exercise, Problem Working Activities, 20%. Report, Reflective Journal and Report, 10%. Test, Individual and Team Readiness Tests, 20%.

### **BFP2001 Professional Development 2**

**Locations:** Werribee, Footscray Park, City Flinders.

**Prerequisites:** BFP1100 - Professional Development 1 - Critical Thinking and Problem Solving Students must successfully complete EITHER BFP1001 or its equivalent BFP1100 to undertake this unit of study.

**Description:** Professional Development 2, the second of three units that focus on the professional development of students, will enable students to further develop the knowledge and skills gained in the first Professional Development unit of study and other discipline-based units. Students will gather and evaluate business information in conditions of uncertainty, to help inform effective business decision making. Students will continue to develop teamwork skills and critically evaluate their own technical and generic skills, enabling them to identify strategies for career planning and life-long learning. Professional Development 2 will develop students' skills in critical thinking, problem solving and collaborative working necessary for professional and academic learning through group and teamwork, interactive class-based activities, team-based projects and a case study approach to business issues.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Assess opportunities in a changing business environment;
2. Gather, collate and evaluate information to support business decision making;
3. Utilise information to formulate possible solutions to business problems;
4. Prepare and present a business case;
5. Develop and document a project plan;
6. Apply business and academic research skills;
7. Manage team dynamics and be an effective team member;
8. Understand the skills and attributes of a business professional;
9. Develop their own Pebblepad (webfolio) of personal skills and experience; and
10. Develop and present effective oral presentations.

**Class Contact:** Equivalent to 3 hours per week normally delivered as a seminar or a combination of lectures and workshops, or a delivery mode (including online) as approved by the Faculty of Business and Law.

**Required Reading:** BFP2001 - Professional Development 2 weekly readings & resources available through blackboard/webCT Fogler, H.S. & LeBlanc, S.E. (2008) 2nd Edition Strategies for Creative Problem Solving Prentice Hall Pearson Education, Massachusetts, USA

**Assessment:** Portfolio, Pebblepad Webfolio, 20%. Assignment, Business Concept

Proposal (Team), 20%. Presentation, Business Concept Proposal (Team Presentation), 10%. Project, Business Project Plan (Team), 30%. Presentation, Oral Project Updates (Team), 20%.

## **BFP2100 Professional Development 2 - Analysis and Strategy**

**Locations:**Werribee, Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**BFP1100 - Professional Development 1 - Critical Thinking and Problem Solving Students must successfully complete EITHER BFP1100 or its equivalent BFP1001 to undertake this unit of study.

**Description:**Professional Development Two (PD2), the second of three units that focus on the professional development of students, will enable students to further develop the knowledge and skills gained in the first professional development unit of study BFP1100 - Professional Development One (PD1). Students will gather and evaluate business information in conditions of uncertainty to help inform effective business decision making. Students will continue to develop teamwork skills and critically evaluate their own technical and generic skills, enabling them to identify strategies for career planning and life-long learning. PD2 is based on an action learning model which aims to develop students' skills in critical thinking, problem solving and collaborative working through group and teamwork, interactive class-based activities, team-based projects and a case study approach to business issues. Students in this unit are expected to work in diverse team environments, while developing beneficial lifelong skills such as organisational skills, conflict management skills, problem solving skills, research skills and communication skills. PD2 embraces a multidisciplinary approach to teaching and learning. The main purpose of PD2 is twofold: firstly for students to develop career portfolios, and secondly for students to develop business concept proposals and business plans. The student career portfolio involves designing their career plan, CV and a professional webfolio which can be used for marketing student's skills and abilities to potential employers. Developing their business concept proposals and business plans gives students the opportunity to create their own unique entrepreneurial ideas, apply their learning in other business units to a practical business problem and sell their proposal to decision makers in a highly competitive business environment. This unit of study expect all students to utilise knowledge from a broad range of other discipline areas including, business analysis and management, operation management, project management, business economics, marketing, human resource management, accounting, finance, business law, information technology, corporate social responsibility (CSR) and ethic management.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Assess opportunities in a changing business environment; 2. Gather, collate and evaluate information to support business decision making; 3. Utilise information to formulate possible solutions to business problems; 4. Prepare and present a business case; 5. Develop and document a project plan; 6. Apply business and academic research skills; 7. Manage team dynamics and be an effective team member; 8. Understand the skills and attributes of a business professional; 9. Develop their own e-portfolio (webfolio) of personal skills and experience; and 10. Develop and present effective oral presentations.

**Class Contact:**Equivalent to 3 hours per week normally delivered as a seminar or a combination of lectures and workshops, or a delivery mode (including online) as approved by the Faculty of Business and Law.

**Required Reading:**Students are expected to read the weekly readings and resources available through Blackboard/ WebCT BFP2100 - Professional Development 2 before each seminar. Fogler, HS & LeBlanc, SE 2008 2nd edn Strategies for creative problem solving Pearson Education Inc, Upper Saddle River Keizner, H 2010 Project

Management, Best Practices [electronic resource]: Achieving Global Excellence John Wiley & Sons, New York E-book available to read online through VU Library.

**Assessment:**Portfolio, e-portfolio / webfolio (Individual), 30%. Assignment, Business Concept Proposal (Team), 15%. Presentation, Business Concept Proposal (Team Presentation), 10%. Project, Business Project Plan (Team), 25%. Presentation, Oral Project Updates (Team), 20%.

## **BFP3001 Professional Development 3**

**Locations:**Werribee, Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**BFP2100 - Professional Development 2 - Analysis and Strategy Either/Or - does not apply to students completing BBCC Bachelor of Commerce (Applied Finance)

**Description:**This unit is the third unit in the Professional Development stream covering three broad areas of business knowledge, personal attributes and professional skills. In addition, Professional Development 3 (PD3) builds on all the skills and knowledge developed in Professional Development 1 (PD1), Professional Development 2 (PD2) and the students' discipline expertise. This is a capstone unit which focuses on the development and demonstration of students skills around the themes of leadership and challenge. In this unit of study, students will demonstrate their understanding of the business environment and the knowledge and skills required for professional practice, via the implementation of a business project to demonstrate professional practice and leadership. Projects may be located in the workplace, the community or on-site and may be supported by Alumni and Business Mentors as Project Managers. Students will critically evaluate their personal and professional skills and how these can be used to support business and personal decision making. In a workplace setting students will be able to examine issues of problem identification, planning and problem solving strategies. Students will be able to reflect on the transition from academic to workplace environments and assess their current and future career plans.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Anticipate, scope and resolve complex business problems across diverse contexts, and apply problem solving strategies within a problem solving framework;
2. Effectively argue decision-making and recommendations using oral and written skills, through presentations, discussions and reports on a range of complex business issues;
3. Plan and execute, and evaluate entrepreneurial activities as responsible and ethical professionals proposing sustainable practices;
4. Evaluate and critically reflect upon the social, cultural, political, economic and legal dimensions of the business environment, commenting on the impact of these dimensions for both local and global communities;
5. Work individually and collaboratively with others, in addition to critically evaluating and responding to their own performance and that of others;
6. Refine their career plan within their own professional environment; and
7. Reflect on and conceptually map their learning in relation to their study and career choices, their personal skills, attributes, interests and motivations.

**Class Contact:**Seminar 3.0 hrs

**Required Reading:**Fogler, HS & LeBlanc, SE, 2013 3rd Ed Strategies for creative problem solving Pearson Education Inc, Upper Saddle River WebCT

**Assessment:**Project, Business Project, 25%. Presentation, (Team project) Project Exhibition, 25%. Review, Peer Review of Project Exhibition, 20%. Report, Report, 30%. Total equivalence word equivalence is 5,000 words.

## **BGP6513 Business Research Methods**

**Locations:**City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study aim is to equip students with an understanding of Business Research Methods in order to equip them with the necessary skills for completion of their minor thesis. On completion of the unit of study, students would be able to be more conversant with the major principles involved in planning and executing research projects, conceptualise a research problem and contextualise it within a body of theory, operationalise concepts to test theoretical conceptualisations, have knowledge in developing and/or selecting appropriate measurement instruments for data collection, know various procedures in collection and analysis of data and acquire skills in report writing and dissemination of findings.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by lecturer

**Assessment:** Examination, 40%; Research methods project report, 40%; Class Participation, 10%; Class presentation, 10%.

### **BGP7700 Thesis (Full-Time)**

**Locations:** City Flinders.

**Prerequisites:** BGP6513 - Business Research Methods

**Description:** The minor thesis provides students with the opportunity to apply practical business situations, the technical skills, competencies and insights developed through the MBA program. The thesis will report on independently conducted research which demonstrates the student's ability to clearly define a problem, and to undertake a detailed literature search and review the relevant theoretical and practical literature on the topic area. However, in addition to being methodologically sound, the thesis must be of material benefit to business professionals in a relevant or professional area. All students who enter the program will initially discuss possible research topics with a member of staff and with the course Director. The completed thesis should comprise a write-up of approximately 12,000 words of publishable quality. The thesis is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 36

**Required Reading:** To be advised by lecturer.

**Assessment:** Pass/fail based on a panel examination of the final thesis submission, 100%.

### **BGP7701 Thesis (Part-Time)**

**Locations:** City Flinders.

**Prerequisites:** BGP6513 - Business Research Methods

**Description:** The minor thesis provides students with the opportunity to apply practical business situations, the technical skills, competencies and insights developed through the MBA program. The thesis will report on independently conducted research which demonstrates the student's ability to clearly define a problem, and to undertake a detailed literature search and review the relevant theoretical and practical literature on the topic area. However, in addition to being methodologically sound, the thesis must be of material benefit to business professionals in a relevant or professional area. All students who enter the program will initially discuss possible research topics with a member of staff and with the course Director. The completed thesis should comprise a write-up of approximately 12,000 words of publishable quality. The thesis is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 18

**Required Reading:** To be advised by lecturer.

**Assessment:** Pass/fail based on a panel examination of the final thesis submission, 100%.

### **BGP7702 MBA Major Project (Full-Time)**

**Locations:** City Flinders.

**Prerequisites:** BGP6513 - Business Research Methods

**Description:** The major project provides students with the opportunity, either individually or in teams of not more than four, to apply acquired skills, competencies and expertise to an approved consultancy based task. Proposals for projects will normally be developed in conjunction with the unit of study Business Research Methods and may or may not be sponsored by, and directly related to specific industrial, commercial or public sector management requirements. Teams will only be approved according to the size and complexity of the task and the competencies required for a successful outcome. The proposed contributions of each team member must be clearly designated before the project is approved and, at the conclusion, capable of being individually assessed. A major project is equivalent to four units of study per individual student and the time requirements, data collection and analysis, research, literature reviews, presentations, reports, etc. must reflect a comparable workload and level of expertise required of MBA students. All proposals for projects must be approved by an MBA Faculty panel before a student is permitted to enrol in the unit of study. The project is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 36

**Required Reading:** To be advised by lecturer.

**Assessment:** Pass/fail based on progress reports and assessment of final report by two appointed examiners. 100%.

### **BGP7703 MBA Major Project (Part-Time)**

**Locations:** City Flinders.

**Prerequisites:** BGP6513 - Business Research Methods

**Description:** The major project provides students with the opportunity, either individually or in teams of not more than four, to apply acquired skills, competencies and expertise to an approved consultancy based task. Proposals for projects will normally be developed in conjunction with the unit of study Business Research Methods and may or may not be sponsored by, and directly related to specific industrial, commercial or public sector management requirements. Teams will only be approved according to the size and complexity of the task and the competencies required for a successful outcome. The proposed contributions of each team member must be clearly designated before the project is approved and, at the conclusion, capable of being individually assessed. A major project is equivalent to four units of study per individual student and the time requirements, data collection and analysis, research, literature reviews, presentations, reports, etc. must reflect a comparable workload and level of expertise required of MBA students. All proposals for projects must be approved by an MBA Faculty panel before a student is permitted to enrol in the unit of study. The project is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 18

**Required Reading:** To be advised by lecturer.

**Assessment:** Pass/fail based on progress reports and assessment of final report by two appointed examiners. 100%.

### **BGP7704 MBA Minor Project (Full-Time)**

**Locations:** City Flinders.

**Prerequisites:** BGP6513 - Business Research Methods

**Description:** The minor project provides students with the opportunity, either

individually or in teams of not more than four, to apply acquired skills, competencies and expertise to an approved consultancy based task. Proposals for projects will normally be developed in conjunction with the unit of study Business Research Methods and may or may not be sponsored by, and directly related to specific industrial, commercial or public sector management requirements. Teams will only be approved according to the size and complexity of the task and the competencies required for a successful outcome. The proposed contributions of each team member must be clearly designated before the project is approved and, at the conclusion, capable of being individually assessed. A minor project is equivalent to two units of study per individual student and the time requirements, data collection and analysis, research, literature reviews, presentations, reports, etc. must reflect a comparable workload and level of expertise required of MBA students. All proposals for projects must be approved by an MBA Faculty panel before a student is permitted to enrol in the unit of study. The project is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 24

**Required Reading:** To be advised by lecturer.

**Assessment:** Pass/fail based on progress reports and assessment of final report by two appointed examiners. 100%.

### **BGP7705 MBA Minor Project (Part-Time)**

**Locations:** City Flinders.

**Prerequisites:** BGP6513 - Business Research Methods

**Description:** The minor project provides students with the opportunity, either individually or in teams of not more than four, to apply acquired skills, competencies and expertise to an approved consultancy based task. Proposals for projects will normally be developed in conjunction with the unit of study Business Research Methods and may or may not be sponsored by, and directly related to specific industrial, commercial or public sector management requirements. Teams will only be approved according to the size and complexity of the task and the competencies required for a successful outcome. The proposed contributions of each team member must be clearly designated before the project is approved and, at the conclusion, capable of being individually assessed. A minor project is equivalent to two units of study per individual student and the time requirements, data collection and analysis, research, literature reviews, presentations, reports, etc. must reflect a comparable workload and level of expertise required of MBA students. All proposals for projects must be approved by an MBA Faculty panel before a student is permitted to enrol in the unit of study. The project is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 12

**Required Reading:** To be advised by lecturer.

**Assessment:** Pass/fail based on progress reports and assessment of final report by two appointed examiners, 100%.

### **BGP7706 MBA Minor Project (Part-Time)**

**Locations:** City Flinders.

**Prerequisites:** BMO6630 - Business Research Methods

**Description:** The minor project provides students with the opportunity, either individually or in teams of not more than four, to apply acquired skills, competencies and expertise to an approved consultancy based task. Proposals for projects will normally be developed in conjunction with the unit of study Business Research Methods and may or may not be sponsored by, and directly related to specific industrial, commercial or public sector management requirements. Teams will only be approved according to the size and complexity of the task and the competencies required for a successful outcome. The proposed contributions of each team member

must be clearly designated before the project is approved and, at the conclusion, capable of being individually assessed. This minor project is equivalent to one unit of study per individual student and the time requirements, data collection and analysis, research, literature reviews, presentations, reports, etc. must reflect a comparable workload and level of expertise required of MBA students. All proposals for projects must be approved by an MBA Faculty panel before a student is permitted to enrol in the unit of study. The project is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 12

**Learning Outcomes:** The aims of this unit are to apply academic knowledge in a practical way within a research project that could lead to business innovations or potential entrepreneurship development. The research should include at least three of but is not limited to the following areas:

- analysis and anticipation of user or business needs;
- business scenario development and business case studies;
- the study of existing business practices and solutions;
- innovative business models development.

On completion of the unit, students should be able to:

- gain knowledge in systematically identifying user or business needs;
- appreciate existing solutions such as technology, process and tools in the study field of choice;
- demonstrate an understanding of the links between entrepreneurship and innovation; and
- develop comprehensive knowledge, skills and competencies in the area of study towards business solutions or entrepreneurship.

**Class Contact:** Students are supervised through research projects by an academic member of staff. Scheduled meetings between students and supervisors occur on a weekly basis for the duration of the project.

**Required Reading:** A comprehensive list of readings will be provided to students to support project preparation.

**Assessment:** Pass/fail based on progress reports and assessment of final report by two appointed examiners, 100%. Project, Minor Project, 100%.

### **BGP7711 Business Research Proposal**

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** BMO6630 - Business Research Methods

**Description:** The Business Research Proposal provides students with an opportunity to apply and modify investigative, analytical and critical skills gained and developed through the coursework units to the resolution of a business problem. Established theories to different bodies of knowledge or practice will be critiqued in the context of a scoped investigation contextualised to a specified community/organisation in an ethical and socially responsible manner. The research proposal provides the preliminary stages of the research for the completion of the minor thesis. Students will also complete an Ethics Application form to be assessed by the University's Ethics Committee. The thesis topic must be approved by the course co-ordinator.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify and scope an academic research problem to prepare a research plan to investigate the issue through analysis, critical review and/or interpretation of relevant data;
2. Critically reflect on a range of conceptual and empirical materials

and justify conclusions; 3. Apply evaluative and critically reflectively research techniques and professional judgement to plan for rigorous, defensible, ethical and socially responsible research; 4. Elucidate potential ethical problems and implement ethical research processes under supervision; 5. Mount a defensible argument to communicate propositions to specialist audiences; and 6. Advocate for the development of scholarly inquiry across the range of business and organisational sub-disciplines.

**Class Contact:**Seminar3.0 hrsResearch students will have regular supervision sessions with allocated supervisors along with nine hours of class contact and/or online learning across the semester or a delivery mode as approved by the College of Business.

**Required Reading:**Academic journal articles relevant to the research investigation.

**Assessment:**Literature Review, Reviewing the literature relevant to the topic of study, 30%. Assignment, Developing a comprehensive research proposal with the guidance of the supervisor, 50%. Other, Complete and submit ethics application for assessment prior to being reviewed by VU's ethics committee, 20%. During the first part of this unit students will learn, under supervision, by doing the preliminary steps of the research process to allow time for data collection in the intervening period. Each assignment is designed as separate research/learning milestones for students to work towards the research thesis. Feedback will be provided in each research milestone to prepare students for the final thesis submission of 15,000-20,000 words by the end of BGP7712 Business Research Thesis.

### BGP7712 Business Research Thesis

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**BMO6630 - Business Research MethodsBGP7711 - Business Research Proposal

**Description:**The minor thesis of pure or applied research provides students with an opportunity to apply and modify investigative, analytical and critical skills gained and developed through the coursework units to the resolution of a business problem. Established theories to different bodies of knowledge or practice will be critiqued in the context of a scoped investigation and recommended solutions will be contextualised to a specified community/organisation or discipline in an ethical and socially responsible manner. The research thesis of publishable quality is based on the proposal developed in the unit of study BGP7711 Business Research Proposal. The thesis topic must be approved by the course co-ordinator.

**Credit Points:** 24

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Design and implement a research to investigate the issue through analysis, critical review and interpretation of relevant data; 2. Conceptually map the intersection between theory and practice; 3. Devise creative solutions in response to academic theory; 4. Extrapolate and interpret research implications to a broad audience and generate future responsive directions for research to contribute to the well-being of their local and global communities; 5. Present research findings to academic and/or industry and community audiences; and 6. Troubleshoot and manage the research project to successful completion.

**Class Contact:**Research students will have regular supervision sessions with allocated supervisors.

**Required Reading:**Academic journal articles relevant to the research investigation.

**Assessment:**Presentation, Present preliminary findings to academics at the College Research Seminar Series, 10%. Thesis, Completion of the research thesis (12,000-15,000 words), 80%. Presentation, Present findings at the University Research Symposium, 10%. Students are required to submit a completed research thesis

(12,000-15,000 words) by the end of this unit and present the findings to an academic audience.

### BGP7730 Business Research Project

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**BMO6630 - Business Research Methods

**Description:**The project provides students with the opportunity, either individually or in teams to apply an advanced body of knowledge and skills to an approved, consultancy-based task. Proposals for projects will normally be developed in conjunction with the unit of study Business Research Methods (BMO6630). Each project should lead to business innovations or potential entrepreneurship development. Research may include analysis and anticipation of user or business needs; business scenario development and business case studies; the study of existing business practices and solutions, and innovative business models development.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Systematically identify user or business needs and contextualise them within the current literature; 2. Generate, critically evaluate and defend both existing and new solutions to client needs such as technology, process and tools in the study field of choice; 3. Articulate and critique the link between entrepreneurship and innovation; 4. Apply theoretical frameworks and disciplinary knowledge and skills to complex problem solving in their chosen area of study in business solutions or entrepreneurship; 5. Persuasively argue propositions, findings, conclusions or recommendations to professional peers; and 6. In collaboration with others, demonstrate responsibility and accountability for own learning and all aspects of the work or functions required by a team.

**Class Contact:**Lecture1.0 hrTutorial2.0 hrsStudents are supervised through research projects by an academic member of staff. Scheduled, face-face or online, meetings between students and supervisors occur on a weekly basis for the duration of the project.

**Required Reading:**A comprehensive list of readings will be provided to students to support project preparation.

**Assessment:**Presentation, Project multimedia presentation, 20%. Project, Project, 60%. Other, Documented progress and reflection, 20%.

### BGP8000 Dissertation (Thesis) (Dba) (Full-Time)

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 48

**Required Reading:**To be advised by lecturer.

**Assessment:**Dissertation thesis, 100%.

### BGP8001 Dissertation (Thesis) (Dba) (Part-Time)

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study is designed to provide training and education with the



objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 24

**Required Reading:** To be advised by lecturer.

**Assessment:** Dissertation thesis, 100%.

### **BGP8002 Phd Research (Full Time)**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** A person may be admitted to the degree of Doctor of Philosophy in Business who is recommended by the Faculty of Business and Law Research and Graduate Studies Committee providing that she/he has: a master's degree; or a four-year bachelor's degree with honours or honours degree with a superior performance (normally first class or 2A honours level or equivalent, such as a postgraduate diploma which is an extension of the discipline contained in the undergraduate qualifications) of a kind and in a discipline as determined by the Faculty of Business and Law Director of Research and Graduate Studies; or qualified for entry into the University's master by thesis program, duly enrolled and shown exceptional ability in the conduct of the first stages of the project which is clearly capable of being extended to PhD level. In such cases a master's candidate may transfer into a PhD program provided that the Committee approves a recommendation of the Faculty of Business and Law Research and Graduate Studies Committee to that effect. The proposed or continuing project must be a significant one, expected to produce an original contribution to the particular discipline, equally comparable with an original PhD proposal - not an hypothesis extended beyond a master by thesis by time and/or additional work. Proposal for redefinition of a program should not be considered before some reasonably definable point of progress of a master by thesis program has been reached; or an alternative and exceptional background together with an unqualified recommendation from the Faculty of Business and Law Research and Graduate Studies Committee which justifies special consideration by the Committee. For admission to a PhD program a student must provide evidence of a background in research methodology. Content of the unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 48

**Learning Outcomes:-**

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 48 credit points per semester.

**Required Reading:** To be advised by supervisor.

**Assessment:** Research thesis, 100%.

### **BGP8003 Phd Research (Part-Time)**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** A person may be admitted to the degree of Doctor of Philosophy in Business who is recommended by the Faculty of Business and Law Research and Graduate Studies Committee providing that she/he has: a master's degree; or a four-year bachelor's degree with honours or honours degree with a superior performance (normally first class or 2A honours level or equivalent, such as a postgraduate diploma which is an extension of the discipline contained in the undergraduate qualifications) of a kind and in a discipline as determined by the Faculty of Business and Law Director of Research and Graduate Studies; or qualified for entry into the University's master by thesis program, duly enrolled and shown exceptional ability in the conduct of the first stages of the project which is clearly capable of being extended to PhD level. In such cases a master's candidate may transfer into a PhD program provided that the Committee approves a recommendation of the Faculty of Business and Law Research and Graduate Studies Committee to that effect. The proposed or continuing project must be a significant one, expected to produce an original contribution to the particular discipline, equally comparable with an original PhD proposal - not an hypothesis extended beyond a master by thesis by time and/or additional work. Proposal for redefinition of a program should not be considered before some reasonably definable point of progress of a master by thesis program has been reached; or an alternative and exceptional background together with an unqualified recommendation from the Faculty of Business and Law Research and Graduate Studies Committee which justifies special consideration by the Committee. For admission to a PhD program a student must provide evidence of a background in research methodology. Content of the unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 24

**Learning Outcomes:-**

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** To be advised by supervisor.

**Assessment:** Research thesis, 100%.

### **BH01110 Introduction to Hospitality**

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The purpose of this unit of study is to give students a basic understanding of the study of hospitality as an emerging discipline worthy of rigorous study and to orient the students to the hospitality industry and the issues which confront it. This will include introducing students to the depth and scope of hospitality as a social concept, with an emphasis on developing a sensitivity to and understanding of the forces that shape the industry, and with reference to their own skills and characteristics. Topics to be covered include: hospitality as a field of study; introduction to the hospitality industry; the philosophy of hospitableness; the origins of modern hospitality; the structure and dynamic forces of the hospitality industry;

consuming hospitality; the commoditisation of the hospitality industry.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Demonstrate an understanding of the hospitality industry as a social phenomenon involving relationships and transactions between people; 2. Use basic evaluation and analytical skills; 3. Develop a capacity to reflect on their own skills and personality type; 4. Prepare a personalised career strategy based on their understanding of the industry and themselves; and 5. Demonstrate written communication skills.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** BHO1110 Introduction to Hospitality: workbook of readings and activities

**Assessment:** Test, Critical Thinking Assessment, 20%. Essay, Major Assignment, 40%. Examination, Final Examination, 40%.

### BHO1114 Culinary Health, Hygiene and Safety

**Locations:** Footscray Nicholson.

**Prerequisites:** Nil.

**Description:** Health, hygiene and safety are critical aspects of the 21st century culinary workplace. Without such awareness the health, lives and safety of workers and patrons in food outlets can be put at risk. Students will emerge from this unit with an advanced knowledge of how to recognise potential culinary workplace hazards. They will also have the skills necessary to manage such problems. These are essential for successful business practice. The overall aim of this unit is to develop a holistic approach to health, hygiene and safety policy and strategy to encourage sustainable resource management and appropriate occupational practice. This is the first of five kitchen-based culinary units within the VU Bachelor of Business degree that, when completed with the other two specialisation subjects, also qualifies students for the Australian Certificate 3 in Commercial Cookery. This unit, developed in conjunction with Le Cordon Bleu, is available to international students only.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Articulate the drivers of health, hygiene and safety policy and assess how these may influence context specific sustainable workplace practice; 2. Appraise potential hazards within the workplace and develop recommendations for best practice in a variety of contexts; 3. Explain occupational health, hygiene and safety practices necessary to minimise harm and promote sustainability; 4. Employ basic evaluation, reflection and analytical skills to prepare advice for subsequent actions; and 5. Demonstrate effective written academic communication skills to synthesise positions and clearly express their own ideas and perspectives.

**Class Contact:** Initial 3 hour seminar plus 12 hours per week for 12 weeks in kitchen practicum plus 3 hour concluding seminar.

**Required Reading:** Victoria University Le Cordon Culinary Manual Ford, J., Zelman, M., Hunter, G., Tinton, T., Carey, P., Walpole, S. and Rippington, V. (2010) Professional Chef Cengage Learning Australia, Victoria

**Assessment:** Students will need to achieve competency in the practicum and pass the HE assessments. Essay, Introductory Essay, 20%. Assignment, Group project, 20%. Examination, Final Examination, 40%. Essay, Reflective Essay, 20%. Practicum, Practicum and Tutorials (Competent or Not Competent), 0%. Students who fail to achieve the minimum passing grade or competency will be provided with additional

resources and opportunities to redo those items requiring a minimum standard in order to pass the unit. The above assessments have a total equivalent word count of 3,000 words.

### BHO1115 Introduction to Culinary Technologies

**Locations:** Footscray Nicholson.

**Prerequisites:** Nil.

**Description:** Technology changes, and remains the same. It is important for people working within culinary systems to be aware of what history and tradition have contributed by way of technology, what it can and cannot do, how it is now used and how the best can be produced from it. New food styles and new technology have melded together to drive new forms of food presentation. Students will develop an understanding of the impact of technology on recipes and food preparation and storage. This is the second of five kitchen-based culinary units within the VU Bachelor of Business degree that, when completed with the other two specialisation subjects, also qualifies students for the Australian Certificate 3 in Commercial Cookery. This unit, developed in conjunction with Le Cordon Bleu, is available to international students only.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Determine the provenance of food and recipes including issues of cultural and social significance; 2. Classify the major technologies employed in modern culinary practice and management; 3. Explain the strengths and weaknesses of a dish from the perspectives of acquisition, storage, handling, preparation, and cooking; 4. Analyse a recipe to determine the ingredients needed and their classification, acquisition, storage, handling, preparation and presentation; and 5. Review the critical path for preparation and cooking a range of ingredients to standard recipes and how culinary technologies may assist in this process.

**Class Contact:** Initial 3 hour seminar plus 12 hours per week for 12 weeks in kitchen practicum plus 3 hour concluding seminar.

**Required Reading:** Victoria University Le Cordon Culinary Manual Ford, J., Zelman, M., Hunter, G., Tinton, T., Carey, P., Walpole, S. and Rippington, V. (2010) Professional Chef Cengage Learning Australia, Victoria

**Assessment:** Students will need to achieve competency in the practicum and pass the HE assessments. Essay, Introductory Essay, 20%. Essay, Reflective Essay, 20%. Examination, Final Examination, 40%. Project, Group Project, 20%. Practicum, Practicum and Tutorials (Competent or Not Competent), 0%. Students who fail to achieve the minimum passing grade or competency will be provided with additional resources and opportunities to redo those items requiring a minimum standard in order to pass the unit. The above assessments have a total equivalent word count of 3,000 words.

### BHO1116 Introduction to Kitchen Operations

**Locations:** Footscray Nicholson.

**Prerequisites:** BHO1114 - Culinary Health, Hygiene and Safety BHO1115 - Introduction to Culinary Technologies

**Description:** Culinary operations continue to expand throughout Australia and the world. They are an important source of employment and a major contributor to economic and social well-being. Students in this unit will obtain basic application skills and develop an integrated understanding of the major operations and operating systems employed in the production of food and beverages in a modern culinary setting. This is the third of five kitchen-based culinary units within the VU Bachelor of Business degree that, when completed with the other two specialisation subjects, also qualify students for the Australian Certificate 3 in Commercial Cookery. This unit, developed in conjunction with Le Cordon Bleu, is available to international students

only.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critique the major operating processes employed in a modern culinary setting;
2. Explain the nature of these operating processes from a kitchen management perspective to meet contemporary industry requirements and respond to evolving cross-cultural community expectations;
3. Analyse the strengths and weaknesses of a menu from a kitchen operations perspective to determine food and financial suitability;
4. Appraise alternative the critical paths for preparation and cooking a range of ingredients to standard recipes and how kitchen operating systems impact on this process; and
5. With responsibility and accountability for own learning and work in collaboration with others, illustrate the social well-being dimensions of culinary operations.

**Class Contact:** initial 3 hour seminar plus 12 hours per week for 12 weeks in kitchen practicum plus 3 hour concluding seminar.

**Required Reading:** Ford, J., Zelman, M., Hunter, G., Tinton, T., Carey, P., Walpole, S. and Rippington, V. (2010) Professional Chef Cengage Learning Australia, Victoria

**Assessment:** Students will need to achieve competency in the practicum and pass the HE assessments. Essay, Introductory Essay, 20%. Assignment, Reflective Essay, 20%. Examination, Final Examination, 40%. Project, Group Project, 20%. Practicum, Practicum and Tutorials (Competent or Not Competent), 0%. The above assessments have a total equivalent word count of 4,000 words. .

## BHO1121 Food and Beverage Management I

**Locations:** Footscray Park.

**Prerequisites:** BHO1110 - Introduction to Hospitality

**Description:** To purpose of this unit of study is to introduce students to the core principles and practices of food and beverage management in order to optimise the managerial and operational efficiency of foodservice operations. Students are introduced to a range of management tools, systems and principles that enables the food and beverage manager to plan and implement the production and service of food and beverages efficiently and effectively. Students are encouraged to identify the importance of food and beverages from commercial, cultural and social perspectives through their involvement in a series of activities in lectures and tutorials; and communicate their findings through a number of oral presentations. Topics include: introduction to food and beverages, food and beverages menu, food production methods, recipe development, standardised recipe, food safety and hygiene and dining experience.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Explain the essential characteristics of food and beverages;
2. Explain the structure and nature of the foodservice industry;
3. Research the role and function of the menu and the wine lists, including menu planning;
4. Demonstrate knowledge of various food production methods and control systems, including food and beverage costing methods; and
5. Explain the principles of recipe development and standardisation.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Davis, B., Lockwood, A., Pantelidis, I., and Alcott, P 2008 4e, Food and Beverage Management, Elsevier Science & Technology.

**Assessment:** Presentation, Oral, 30%. Essay, Written assignment, 20%. Other, ePortfolio, 10%. Examination, Final exam, 40%.

## BHO1122 Food and Beverage Management II

**Locations:** Footscray Park.

**Prerequisites:** BHO1121 - Food and Beverage Management I

**Description:** To develop a comprehensive understanding of the principles of food and beverage management. Topics include: concepts of food services management; conceptualising quality in a food service setting; quality control; menu engineering; production systems and food and beverage cost control

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Demonstrate the essential strategic and executive skills required to deliver quality food and beverage services;
2. Describe the roles and responsibilities of a food and beverage manager; and
3. Critically analyse and evaluate food and beverage performance based on financial, market and operational criteria.

**Class Contact:** A two hour lecture and a one hour tutorial or equivalent or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Davis, B., Lockwood, A., Pantelidis, I., and Alcott, P. 2008 4e, Food and Beverage Management, Elsevier, U.K

**Assessment:** Test, Post-lecture quiz, 10%. Project, Management report on simulated environment, 50%. Examination, Final exam, 40%.

## BHO1123 Food and Beverage Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This is a specialisation unit in the degree. Students will emerge with a comprehensive understanding of the knowledge and skills involved in managing food and beverages at a hotel or restaurant level, in Australia and internationally. This involves understanding not only food and beverage content but also the significant management skills required to maintain a successful operation in a highly competitive and growing environment. Through lectures, tutorials and practical learning components students are guided to identify the important aspects of food and beverage management. Such learning is consolidated through oral, written and on-line presentations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Deliberate upon the modern hospitality industry, and the characteristics and role of food and beverage (F&B) within it to identify and anticipate challenges in contemporary settings where culture and community values impact on the provision of an effective contemporary industry;
2. Devise a contemporary (F&B) outlet, exemplifying the needs of the modern consumer and the importance of experience;
3. Analyse the source and function of the menu including restaurant revenue management, menu engineering and recipe standardisation;
4. Differentiate among the various food production methods, control systems, hygiene and storage principles and explain their importance; and
5. Explain how respect for inter-cultural and ethical practices are considered when confronting F&B operational issues including the impact of various management styles, labour practices and sustainability requirements to maintain diversity relevant to identified communities or sectors.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr Equivalent to three hours per week.

Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the College of Business.

**Required Reading:** Davis, B., Lockwood, L., Alcott, P. & I. Pantelidis (2012) ( 5th ed) Food and Beverage Management, London, UK and NY, USA: Routledge,

**Assessment:** Portfolio, Reflective Portfolio, 25%. Report, Group Report, 25%. Presentation, Group Presentation, 10%. Examination, Final exam, 40%.

## BHO1171 Introduction to Marketing

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit provides an introduction to the marketing function of the organisation. Identifying and meeting the needs of clients and customer groups is critical to achieving organisational goals. This unit of study provides an overview of the theories and principles of marketing which are supported by marketing science. The focus is on how organisations identify the needs of their target markets, understand the buying behaviour of their target markets, and develop a marketing mix to satisfy the needs and wants of these markets. While the course has a theoretical base that is underpinned by a marketing science approach, practical application of the concepts of marketing is an essential element.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse how the key elements of the marketing mix contribute to an organisation's marketing strategy;
2. Compare alternative theories of consumer behaviour and contrast how they influence marketing activities;
3. Determine the practical implications of core marketing theory including marketing empirical generalisations, the Double Jeopardy and Duplication of Purchase laws;
4. Investigate marketing problems in business situations using marketing research and marketing metrics, and effectively report results to a broader audience;
5. Formulate basic marketing strategies that can be implemented to address marketing problems; and

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Shap, B 2013, *Marketing: Theory, Evidence, Practice*, Oxford University Press, South Melbourne.

**Assessment:**Essay, Short Essay, 10%. Case Study, Minor case study presentation and discussion, 20%. Case Study, Major group case study, 30%. Examination, Final examination, 40%.

## BHO1190 Introduction to Tourism

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**The aim of this unit is to introduce the tourism phenomenon, combining a theoretical approach to the concepts involved with a practical orientation to specific issues. It includes sections on the nature and concept of tourism, travel motivations, the historical development of tourism and the tourism system. An analytical framework is applied to the world's key generating and receiving regions incorporating planning, development and marketing issues. The unit includes the use of case studies, the interpretation of tourism statistics and the evaluation of public and private sector perspectives.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Investigate the nature, scope and significance of tourism in a specified community or specified context;
2. Discuss the structure of the tourism industry in general, as well as explaining specific components of the tourism system using an analytical framework;
3. Locate and interpret statistical data relating to tourism and tourism activities;
4. Review the role of, and acquire skills in, social networking; and
5. Explain the various impacts generated by tourism.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Richardson, J., & Fluker, M., (2008). (2nd ed.). *Understanding and Managing Tourism*, Frenchs Forest, Australia: Pearson Education.

**Assessment:**Report, Written Report (Individual), 30%. Test, Tutorial Test, 10%. Report, Tutorial Report, 10%. Examination, Final Examination, 50%.

## BHO2000 Event Operations

**Locations:**Footscray Park.

**Prerequisites:**AC11007 - Creativity and InnovationAC11009 - Arts Industries: the Inside StoryEither/Or - Applies only to students completing ABAL Bachelor of Creative Arts Industries

**Description:**This unit introduces students to the rationale for staging special events and festivals and the conceptualisation of events. The unit of study is designed to give students the knowledge and skills required to understand the planning processes, including bidding and sponsorship of events as well as the marketing and operational aspects and needs of running events. Students will also consider legal obligations associated with event management and will prepare and justify budgets, marketing and risk management plans. Students will engage with the content through a range of activities associated with contemporary cases and issues. Activities will include peer learning, debates, discussions and online activities. Student learning will be guided and assessed through individual and group assignments, a group presentation and facilitated workshop and an exam.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Review potential markets for special events and festivals;
2. Examine the operations and management techniques of facilities and the resources used for hosting special events;
3. Appraise and reflect on the importance of sponsorship, complex issues and problems that can be associated with sponsorship to events and the management of sponsorship before, during and after an event;
4. Work collaboratively in a team to prepare a budget for an event and validate the budget within the overall financial management of the event;
5. Prepare (integrated marketing communication) for an event with reference to a broad and coherent body of knowledge related to special event management and operations;
6. Explain legal obligations and collaboratively present and justify a risk management plan for an event using appropriate communication tools;
7. Collaborate with and influence others in a manner that acknowledges, respects and values diversity within teams; and
8. Develop team-based solutions and approaches that recognise the role of culture, values and dispositions in achieving effective collaboration, while retaining responsibility and accountability for own learning and professional practice.

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business.

**Required Reading:**Allen, J., O'Toole, W., Harris, R., & McDonnell, I. 2010, 5th edn. *Festival and Special Event Management* John Wiley & Sons, Brisbane, Australia

**Assessment:**Assignment, Assignment proposal, 10%. Assignment, Group Business plan (two parts), 30%. Presentation, Group Presentation of business plan, 20%. Examination, Final Examination, 40%.

## BHO2001 Food and Beverage Management

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**This is a specialisation unit in the degree. Students will emerge with a comprehensive understanding of the knowledge and skills involved in managing food and beverages at a hotel or restaurant level, in Australia and internationally. This involves understanding not only food and beverage content but also the significant management skills required to maintain a successful operation in a highly competitive and growing environment. Through lectures, tutorials and practical learning components students are guided to identify the important aspects of food and beverage management. Such learning is consolidated through oral, written and on-line presentations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Deliberate upon the modern hospitality industry, and the characteristics and role of food and beverage (F&B) within it to identify and anticipate challenges in contemporary settings where culture and community values impact on the provision of an effective contemporary industry;
2. Devise a contemporary (F&B) outlet, exemplifying the needs of the modern consumer and the importance of experience;
3. Analyse the source and function of the menu including restaurant revenue management, menu engineering and recipe standardisation;
4. Differentiate among the various food production methods, control systems, hygiene and storage principles and explain their importance; and
5. Explain how respect for inter-cultural and ethical practices are considered when confronting F&B operational issues including the impact of various management styles, labour practices and sustainability requirements to maintain diversity relevant to identified communities or sectors.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Davis, B., Lockwood, L., Alcott, P. & I. Pantelidis (2012) (5th ed) Food and Beverage Management, London, UK and NY, USA: Routledge,

**Assessment:** Portfolio, Reflective Portfolio, 25%. Report, Group Report, 25%. Presentation, Group Presentation, 10%. Examination, Final exam, 40%.

## BHO2002 International Human Relations

**Locations:** Footscray Park.

**Prerequisites:** BMO1102 - Management and Organisation Behaviour BPD1100 - Integrated Business Challenge

**Description:** The purpose of this unit is to enable students to acquire comprehensive knowledge about interpersonal communication, self-awareness and reflection; and to develop, practice and apply skills in these areas. This will enhance their capacities to pursue and maintain effective international human relations. Learning takes place with reference to multi-cultural and international contexts and will involve active student involvement in a range of learning activities that include practical problem solving, case study analysis and team work.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Evaluate international human relations-related conceptual frameworks to promote responsible and ethical local and global interactions;
2. Analyse interpersonal communication skills required for effective outcomes in multicultural and international contexts;
3. Justify the application of cross-cultural interactions for specific contexts with reference to appropriate theoretical work;
4. Exemplify professionally-relevant interpersonal skills necessary for building and maintaining effective working and interpersonal relationships in diverse contexts;
5. Exhibit responsibility and accountability for own learning and/or professional practice and contribution to team outcomes; and
6. Present recommended actions and outcomes in response to specified complex professional issues.

**Class Contact:** Equivalent to thirty six hours per semester, to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the College of Business.

**Required Reading:** Johnson, D.R., (2012), (11th ed.). Reaching Out: Interpersonal Effectiveness and Self-Actualization, USA, Pearson Education

**Assessment:** Journal, Personal Reflective Journals, 25%. Test, Online assessments (MCT), 35%. Report, Research Report, 20%. Presentation, Group tutorial activity, design paper and workshop., 20%.

## BHO2004 Introduction to Tourism

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The aim of this unit is to introduce the tourism phenomenon, combining a theoretical approach to the concepts involved with a practical orientation to specific issues. It includes sections on the nature and concept of tourism, travel motivations, the historical development of tourism and the tourism system. An analytical framework is applied to the world's key generating and receiving regions incorporating planning, development and marketing issues. The unit includes the use of case studies, the interpretation of tourism statistics and the evaluation of public and private sector perspectives.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Investigate the nature, scope and significance of tourism in a specified community or specified context;
2. Discuss the structure of the tourism industry in general, as well as explaining specific components of the tourism system using an analytical framework;
3. Locate and interpret statistical data relating to tourism and tourism activities;
4. Review the role of, and acquire skills in, social networking; and
5. Explain the various impacts generated by tourism.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Richardson, J., & Fluker, M., (2008). (2nd ed.). Understanding and Managing Tourism, Frenchs Forest, Australia: Pearson Education.

**Assessment:** Report, Written Report (Individual), 30%. Test, Tutorial Test, 10%. Report, Tutorial Report, 10%. Examination, Final Examination, 50%.

## BHO2103 Advanced Kitchen Operations

**Locations:** Footscray Nicholson.

**Prerequisites:** BHO1116 - Introduction to Kitchen Operations

**Description:** Students will interrogate contemporary and emerging challenges, including the management and financial viability of kitchen operations and practices in a modern culinary setting. This is the fourth of five kitchen-based culinary units within the VU Bachelor of Business degree that, when completed with the other two specialisation units, will also qualify students for the Australian Certificate 3 in Commercial Cookery. This unit, developed in conjunction with Le Cordon Bleu, is available to international students only.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically reflect on and engage with relevant professional theoretical models/frameworks to monitor development of their own professional skills and attributes in a variety of modern culinary settings;
2. Analyse and explain the nature of the major operating processes employed in a modern culinary setting from a kitchen management perspective (including management and financial perspectives);
3. Critically review the strengths and weaknesses of a menu from a kitchen operations perspective, and demonstrate professional judgement in discriminating variations for different hospitality settings and contexts;
4. Justify changes to a menu to improve the operating effectiveness and efficiency of a kitchen, substantiating these through the presentation of a coherent argument highlighting how those changes resolve issues or problems within an operating professional kitchen; and
5. Recommend a critical path for the production of dishes from a comprehensive a la carte menu with justification for this recommendation within a specific context.

**Class Contact:** initial 1 hour seminar plus 12 hours per week for 12 weeks in kitchen practicum plus 1 hour concluding seminar.

**Required Reading:** Victoria University Le Cordon Culinary Manual Ford, J., Zelman, M.,

Hunter, G., Tinton, T., Carey, P., Walpole, S. and Rippington, V. (2010) Professional Chef Cengage Learning Australia, Victoria

**Assessment:** Students will need to achieve competency in the practicum and a minimum of 50% of the HE Content (Introductory Essay, Reflective Essay & Final Examination) to pass this unit of study. Essay, Introductory Essay, 20%. Project, Group project, 20%. Examination, Final Examination, 40%. Essay, Reflective Essay, 20%. Practicum, Practicum and Tutorials (Competent or Not Competent), 0%. Students who fail to achieve the minimum passing grade or competency will be provided with additional resources and opportunities to re-attempt those items requiring a minimum standard in order to pass the unit. The above assessments have a total equivalent word count of 5,000 words. .

## BHO2104 Introduction to Kitchen Management

**Locations:** Footscray Nicholson.

**Prerequisites:** BHO1114 - Culinary Health, Hygiene and Safety BHO1115 - Introduction to Culinary Technologies BHO1116 - Introduction to Kitchen Operations BHO2103 - Advanced Kitchen Operations

**Description:** Culinary operations are an important source of employment and a major contributor to economic and social well-being in Australia and overseas. Students will critically review kitchen management issues and precedents employed in the management of food and beverage production in a modern culinary setting. This is the last of five kitchen-based culinary units within the VU Bachelor of Business degree that, when completed with the other two specialisation units, also qualifies students for the Australian Certificate 3 in Commercial Cookery. This unit, developed in conjunction with Le Cordon Bleu, is available to international students only.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Distinguish among the major operating processes employed in a modern culinary setting to individually determined criteria;
2. Synthesise and implement appropriate kitchen management processes tailored to specified businesses;
3. Evaluate, develop and cost a menu from a kitchen management perspective, substantiating your evaluation;
4. Review and evaluate the marketing, managerial and financial performance of a food and beverage operation that produces an a la carte menu; and
5. Critically engage with relevant professional theoretical models/frameworks, demonstrating development of new personal understandings.

**Class Contact:** Initial 3 hour seminar plus 12 hours per week for 12 weeks in kitchen practicum plus 3 hour concluding seminar.

**Required Reading:** Victoria University Le Cordon Culinary Manual Ford, J., Zelman, M., Hunter, G., Tinton, T., Carey, P., Walpole, S. and Rippington, V. (2010) Professional Chef Cengage Learning Australia, Victoria

**Assessment:** Students will need to achieve competency in the practicum and a minimum of 50% of the HE Content (Introductory Essay, Reflective Essay & Final Examination) to pass this unit of study. Essay, Theoretical Essay, 20%. Project, Investigative Project, 20%. Examination, Final Examination, 40%. Essay, Theoretical Essay, 20%. Practicum, Practicum and Tutorials (Competent or Not Competent), 0%. Students who fail to achieve the minimum passing grade or competency will be provided with additional resources and opportunities to re-attempt those items requiring a minimum standard in order to pass the unit. The above assessments have a total equivalent word count of 5,000 words.

## BHO2193 Tourism Product Design and Delivery

**Locations:** Footscray Park.

**Prerequisites:** BHO1190 - Introduction to Tourism

**Description:** This unit provides students with practical knowledge of designing and delivering tourism products. These products are designed in the context of particular

businesses within the travel and tourism sector including travel agents, tour operators and transport. Students will examine the evolving nature of tourism distribution and the development of products and experiences, with an emphasis on innovative design. Specific issues addressed include: the management of travel operations; the development of innovative travel products; packaging; regulatory requirements; technological options; electronic distribution and communication; and intersectoral relationships.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse the key elements of a travel itinerary and tour to optimise the itinerary for identified client group, sectors or region;
2. Demonstrating initiative and creativity by investigating, constructing, package and market a travel itinerary and tour;
3. Scrutinise and appraise a specific tourism product and argue its attributes to a range of interest groups;
4. Anticipate challenges arising in the evolving nature of the tourism industry and demonstrate effective analytical skills to tourism industry clients and business partners; and
5. Communicate and formulate responses to problems faced by managers of tourism products and experiences.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Frost, W. (2004). Travel and Tour Management Melbourne, Australia: Pearson

**Assessment:** Test, Tutorial Multiple Choice Test, 10%. Assignment, Minor Assignment, 10%. Presentation, Group - Brochure, Trip Notes and Product Presentation, 40%. Examination, Final Examination, 40%.

## BHO2255 Tourism Enterprise Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This is the second specialisation unit in the Bachelor of Business (Tourism Management). The aim of this unit of study is to examine the management of visitor experiences within tourism enterprises, with particular emphasis on the attractions sector. The unit analyses a number of the management issues of different types of visitor attractions; these include theme parks, museums and galleries, heritage, wildlife, and cultural attractions. Students will learn how to ensure the optimal experience for visitors of these attractions. These management areas of tourism enterprises are analysed - human resources and finance, as well as interpretation, environmental and social issues, marketing and technology of attractions. A variety of techniques are evaluated which can help to address both short and long-term management problems. This unit introduces students to the concepts of strategic analysis, business management and tourism operational management issues.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Compare and differentiate between a wide range of tourism enterprises/attractions based on their characteristics and cultural contexts;
2. Determine and solve both short and long term operational management issues for tourism enterprises/attractions in a variety of specific settings;
3. Identify and apply effective business management techniques to tourism enterprises/attractions;
4. Access, evaluate and analyse information, both academic and corporate, to analyse tourism enterprises/attractions;
5. Analyse the factors contributing to the success or failure of tourism enterprises/attractions; and
6. Collaborate on a timely basis with team members for group assignments to demonstrate professionally-appropriate responses to the role of culture, values and dispositions as they impact on achieving group goals.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Swatbrooke, J., (2002). (2nd ed.). The Development and

Management of Visitor Attractions Oxford, London: Butterworth-Heinemann

**Assessment:** Report, Attraction analysis, 10%. Report, Group Assignment and Oral Presentation, 40%. Other, Online discussion/forum, 10%. Examination, Final Examination, 40%.

## BHO2256 Tourism Hospitality and Events Marketing

**Locations:** Footscray Park.

**Prerequisites:** BHO1171 - Introduction to Marketing

**Description:** The unit of study aims to apply the principles of marketing to tourism and hospitality products and services. To examine the relationship between the motivations and behaviour of tourism and hospitality consumers and the distribution and delivery of tourism and hospitality products and services. The purchase-decision as applied to tourism and hospitality products and services. Factors influencing the decision-making process. The role of information and communications technology in tourism and hospitality marketing. Electronic communication and distribution strategies.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify and evaluate the factors that influence the purchase decision process for tourism, hospitality and event products and services;
2. Assess electronic and other communication strategies as a means of reaching consumers of tourism, hospitality and event products and services and influencing their behaviour; and
3. Conduct independent research in the field of tourism, hospitality and events marketing.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Subject equal to 12 credit points.

**Required Reading:** Kotler, P., Bowen, J. and Makens, J., 2006, Marketing for Hospitality and Tourism, Prentice-Hall, New Jersey. Harris, R., Jago, L. and King, B., 2005, Case Studies in Tourism and Hospitality Marketing, Pearson Hospitality Press, Australia.

**Assessment:** Progressive Assessment, 60%; Examination, 40%.<br

## BHO2257 Advertising and Marketing Communications

**Locations:** Footscray Park.

**Prerequisites:** BHO1171 - Introduction to Marketing

**Description:** This unit of study aims to develop an understanding of Integrated Marketing Communications (IMC) incorporating the field of Advertising. The unit will provide students with an appreciation of procedures and process used to build and maintain marketing communications within an organisation. Specifically, the unit adopts an applied planning approach to the elements of the integrated marketing communications mix to develop stronger brands. The unit will critically evaluate the role of both traditional and new media within a unified market-focused communications plan based on the setting of marketing communication objectives. Furthermore, message and media strategy are examined within this context. Other topics covered in this subject include the development and use of the IMC tools; segmentation, targeting and profiling of the consumer; identifying advertising and promotional opportunities in traditional and new media; understanding and using media metrics; establishing promotional budgets; and the evaluation of integrated marketing communications strategies and tactics.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Examine and apply the integrated marketing communication process to build strong brands by making a meaningful connection with the target audience;
- 2.

Construct marketing communication objectives and connect the marketing communication tools (functions) to fulfil these objectives;

3. Demonstrate creative and media strategies for advertising and promotion;
4. Use a budget to efficiently allocate and prioritise marketing communication resources before evaluating the outcomes for success; and
5. Investigate social, legal and ethical issues related to advertising, promotion and marketing communications from a multicultural and international perspective.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as one two-hour lecture and one one-hour tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Clow, K.E. and Baack, D., 2012, 5th Edition / Global Edition. Integrated Advertising, Promotion and Marketing Communications. Essex: Pearson Education.

**Assessment:** Assignment, Individual Assignment, 20%. Assignment, Two Group Assignments, 30%. Examination, Final Exam, 50%.

## BHO2259 Product and Services Innovations

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** Nil.

**Description:** The development, innovation and commercialisation of new products and services are crucial business functions for most organisations. New products are developed to explore new market opportunities and existing products are revised and innovated to exploit existing market opportunities. This unit builds on knowledge of marketing concepts and complements this knowledge by developing a deeper understanding of new product development, research and competency development, innovation management and marketing strategies in transforming markets and businesses for new and existing products and services. Organisation resources and practices that foster innovation through strategic alliances and research are examined alongside investigating the value creating activities through strategic usage of a firm's assets and knowledge.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Evaluate the impact of new product development on organisational growth, profitability and overall business success;
2. Analyse competitive environments to identify market opportunities for not only "new" but also revising and innovating "existing" products and services;
3. Conceptualise the factors that underlie new product and innovation performance and investigate how organisational competency is enhanced through research and managing knowledge;
4. Justify the use of theoretical frameworks and models to evaluate real world and industry scenarios in order to probe strategic and best practices for product ideas and innovative business processes; and
5. Demonstrate competency in making a coherent formulation and presentation of knowledge and ideas through presentations, reports and working effectively in teams.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Trott, Paul (2012), 5th Edition, Innovation Management and New Product Development, New Jersey: Prentice Hall/Pearson (ISBN-10: 0273736566; ISBN-13: 978-0273736561)

**Assessment:** Case Study, Case analysis (Individual), 15%. Report, Strategy report (team work), 30%. Presentation, Tutorial presentations, 15%. Examination, Final Examination, 40%.

## BHO2265 Integrated Marketing Communications

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BHO1171 - Introduction to Marketing

**Description:** This unit aims to develop an understanding of Integrated Marketing Communications (IMC) incorporating the field of Advertising. The unit of study will provide students with an appreciation of procedures and processes used to build and maintain marketing communications within an organisation. Specifically, the unit adopts an applied planning approach to the elements of the IMC mix to develop stronger brands. The unit will critically evaluate the role of both traditional and new media within a unified market-focused communications plan based on the setting of marketing communication objectives. Furthermore, message and media strategy are examined within this context. Other topics covered in this unit of study include the development and use of the IMC tools; segmentation, targeting and profiling of the consumer; identifying advertising and promotional opportunities in traditional and new media; understanding and using media metrics; establishing promotional budgets; and the evaluation of integrated marketing communications strategies and tactics.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review marketing communication theories;
2. Discuss the role of advertising agencies and other marketing communications organisations;
3. Construct marketing communication objectives and connect the marketing communications tools to fulfil these objectives;
4. Formulate an integrated marketing communications plan based on contemporary market research data;
5. Demonstrate creative and media strategies for marketing communications;
6. Investigate social, legal and ethical issues related to advertising, promotion and marketing communications from a multicultural and international perspective; and
7. Analyse and apply the integrated marketing communication process to build strong brands by making a meaningful connection with the target audience.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Chitty, Luck, Baker, Valos and Shimp, 2015, 4th Asia-Pacific Edition. *Integrated Marketing Communications*. Sydney. Cengage Learning.

**Assessment:** Other, Blog, 20%. Report, Completed in groups, an IMC plan presented in report format Part A, 20%. Report, Completed in groups, an IMC plan presented in report format Part B, 20%. Examination, Final Exam, 40%.

## BHO2282 Accommodation Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** In this unit students will acquire a functional understanding of the planning, management and operational requirements of the accommodation industry. Topics include: introduction to the accommodation industry; the guest cycle; integrating rooms division management; operating cost structures and control; the revenue cycle; rooms division management; and accommodation information systems.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Investigate the management environment;
2. Use the principles and practices of the guest cycle;
3. Examine and explain operating cost structures;
4. Analyse and investigate performance metrics and benchmarks; and
5. Use stochastic models and use simple heuristics to forecast demand and pricing.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Vallen, G. K. and Vallen, J. J. 2008, 8e, *Check-in check-out*, Upper Saddle River, NJ: Prentice Hall

**Assessment:** Test, Multiple Choice Test, 10%. Report, Accommodation, 30%. Assignment, Computer Simulation, 20%. Examination, Final Exam, 40%.

## BHO2285 Marketing Research

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BEO1106 - Business Statistics BHO1171 - Introduction to Marketing

**Description:** This unit aims to familiarise students with the applications for qualitative and quantitative market research methods and its importance in making sound business and marketing decisions. In addition, students successfully complete an applied research project.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Discuss research as the systematic and objective identification, collection, analysis and dissemination of information for the purpose of assisting management in decision making;
2. Locate and evaluate secondary data;
3. Justify the most appropriate research technique for a given research project;
4. Develop and/or evaluate an appropriate data collection form/s;
5. Collect primary data;
6. Determine the data analysis techniques most appropriate to the data/research; and
7. Prepare and present a research proposal and/or report.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Malhotra N.K. (2010). (6th ed.). *Marketing Research: An Applied Orientation* Upper Saddle River, N.J.: Pearson Education

**Assessment:** Report, Literature Review Report (Phase 1), 20%. Other, Data Collection and Entry (Phase 2), 10%. Report, Research Report (Phase 3), 30%. Examination, Final Examination, 40%.

## BHO2286 Nature Based Tourism

**Locations:** Footscray Park.

**Prerequisites:** BHO1190 - Introduction to Tourism

**Description:** This unit of study aims to introduce students to the concept of nature-based tourism and its specific sub-categories of adventure tourism and eco-tourism. To provide students with an understanding of the operations and visitor management issues for nature-based activities in natural environments. Topics include: motivations for nature-based tourism; the markets for adventure tourism and eco-tourism; operations issues including accreditation, and the management of visitors in natural areas.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, fieldtrip, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Swarbrooke, J., Beard, C., Leckie, S. and Pomfret, G., 2001, *Adventure Tourism: The New Frontier*, Butterworth-Heinemann, Oxford. Wearing, S. and Neil, J., 1999, *Ecotourism: Impacts, Potentials and Possibilities*, Butterworth-Heinemann, Oxford.

**Assessment:** Progressive assessment, 60%; Final examination, 40%. Note: Only hand-held non-programmable calculators may be used in examinations.

## BHO2287 Room Division Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The aim of this unit is for students to acquire a functional understanding of the planning, management and operational requirements of the rooms divisions of international hotels and integrated resorts. Students will develop capabilities to facilitate effective rooms division management by engaging in a range of practical problem solving sessions involving team work, case study analysis, online learning activities, peer discussion and review and self-reflection. Students' capacity to



manage room division in a capable and adaptable manner will be assessed through a combination of assessments: a test, report, computer simulation and exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Work collaboratively in teams to investigate and critically appraise hotel and resort operation management environments using a systems approach;
2. Apply the principles and practices of the guest cycle to facilitate effective rooms division management in local and global contexts;
3. Analyse hotel and resort operating cost structures to support decision making for effective rooms division management;
4. Appraise rooms division performance metrics and benchmarks; and
5. Evaluate and recommend appropriate models to forecast rooms demand and make room rate pricing decisions.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Woods, R.H, Ninemeier, J.D, Hayes, D.K and Austin, M.A (2007), *Professional Front Office Management* New Jersey: Pearson Education, Inc. O'Fallon, M.J. & D.G. Rutherford (2011) (5th ed.). *Hotel management and operations* NJ, USA: Wiley

**Assessment:** Test, Multiple Choice Test, 10%. Assignment, Group Report, 30%. Assignment, Individual Computer Simulation, 20%. Examination, Final Exam, 40%.

### BHO2301 Sustainable Operations

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The unit facilitates scholarly reflection on the roles that sustainability can play in contemporary management with particular reference to tourism and event enterprises. Students will develop capacity to appraise approaches organisations can take to balance the economic, social and environmental impacts of their activities. Students will examine the principles of ethical and responsible behaviour with reference to organisations in both the profit and not for profit sectors and they will critique how ethical and responsible behaviours can help meet environmental, social, and economic obligations to stakeholders. Students will also review methods of evaluating performance and will recommend models of best practice. Topics include the carbon cycle, the ecological footprint, business ethics, corporate social responsibility and performance, responsible tourism, waste and recycling, sustainable design principles and marketing sustainable practices. Students will develop capabilities to critique, recommend and justify sustainability approaches by engaging in a range of practical problem solving sessions involving team work, case study analysis, online learning activities, peer discussion and review and self-reflection. Student learning will be assessed through a combination of assessments: a test, assignment, group presentation and exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Reflect in a scholarly manner upon principles of ethical and responsible behaviour and their roles in both the profit and not for profit sectors to promote responsible and ethical citizenship;
2. Critique corporate social responsibility programs in a range of tourism, hospitality or event enterprises with reference to their capacity to meet the environmental, social, and economic obligations of their stakeholders;
3. Appraise contemporary short and long term sustainability issues that can confront tourism and event enterprises;
4. Debate the significance of sustainability and the role that management of organisations in both the profit and not for profit sectors can contribute; and
5. Work collaboratively in a team to elucidate and justify sustainability approaches with reference to methods of evaluating performance and models of best practice that can address important, complex and unpredictable problems.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Moscardo, G., Lamberton, G., Wells, G et al. 2013, *Sustainability in Australian business: principles and practice* Wiley-Blackwell, Milton, QLD

**Assessment:** Test, In Class Test of knowledge in sustainability, ethics and CSR, 15%. Assignment, Written Group Assignment relating to case includes personal reflection, 40%. Presentation, Group Presentation, 15%. Examination, Final Examination, 30%.

### BHO2402 Music Industry Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit introduces students to the basic concepts and processes needed to become an effective business oriented manager in local and international music industry markets. A variety of legal agreements commonly used in the sector will be examined. The unit also aims to develop appropriate analytical and evaluative skills so that students can identify some of the key risks associated with making and implementing music industry-based decisions. At the completion of the unit of study students should be able to demonstrate the competencies and skills required in various sectors of the music industry.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Demonstrate a knowledge and understanding of the concepts and processes needed to be an effective contemporary business oriented manager;
2. Propose analytical and evaluative skills appropriate to management activity and within the context of the music industry;
3. Contrast the purposes of a variety of legal agreements that music industry managers, in particular, may face in order to advise the most appropriate in specific contexts;
4. Analyse and discuss key management-related issues emerging from historical and contemporary local and international music markets;
5. Collaborate on a timely basis exhibiting both personal responsibility and autonomy for own outputs and commitment to achieving group outcomes; and
6. Exhibit initiative and judgement in negotiating the workings of local and global communities to balance individual and public good within inter-cultural context.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Marcone, S., (2010), (5th ed.), *Managing Your Band. Artist Management: The Ultimate Responsibility*. New Jersey, USA: HiMarks Publishing Co.

**Assessment:** Case Study, Legal Battles, 10%. Project, Management Project, 40%. Examination, Final Exam, 50%.

### BHO2405 Music Marketing

**Locations:** Footscray Park.

**Prerequisites:** BHO1171 - Introduction to Marketing

**Description:** This unit of study provides students with the knowledge related to the special marketing and promotional techniques of the industry, to develop technical skills in marketing musical products and to understand the processes by which the music product moves from the manufacturer to the consumer. At the completion of the unit of study students should be able to explain the processes involved in wholesale, retail and distribution of music products, to describe the role of media in the marketing and promotion of music products and to compare different approaches to marketing in international territories.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Appreciate the many factors involved in music marketing and understand the processes by which music product moves from the producer to the consumer;
2. Set marketing objectives, develop marketing strategies for music products and

constructively analyse and evaluate their impact on the consumer; 3. Prepare a comprehensive marketing plan for music products; and 4. Conduct independent research in the field of music marketing

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Holloway, R. and Williams, P., 2003, *Making Music: A Continuous Case Study of Marketing in the Music Industry*, Pearson Education, Australia.

Compilation booklet of Readings and Cases to be purchased from the university bookshop.

**Assessment:** Examination, 40%; Case Studies, 30%; Assignments, 30%.

## BHO2407 Marketing On the Internet

**Locations:** Werribee, Footscray Park.

**Prerequisites:** BHO1171 - Introduction to Marketing

**Description:** This unit of study aims to give students an understanding of how marketing practices can be applied either in isolation using the web or as part of an integrated communication package incorporating the web. It looks in particular at the major marketing strengths of the internet over traditional methods. The unit of study examines 2 cases in particular, which exemplify highly efficient uses of the web as a selling, advertising, public relations and distribution tool. Topics include: a brief introduction, building a customer relationship, an examination of the 4 P's of marketing, branding and basic web design. Note: this unit of study does not provide technical training for designing web sites. A technical understanding is not required to study this unit of study and apply that knowledge to a business setting.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Fisher, R.J., Jaworski, B.J., Mohammed, R.A., and Paddison, G.J., 2002, *Building Advantage in a Networked Economy*, 2nd edn, McGraw-Hill Publishers.

**Assessment:** Major report, 30%; Check sheets, 30%; Exam, 30%.

## BHO2422 Event Creation and Design

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This is one of the specialist units offered in the Event Management specialism area. The unit is concerned with the principles and application of skills sets relating to the design of managed events. The information and activity facilitated for this unit assimilates with the combined aim and objectives of the Event Management specialism area. The students will critique concepts of creativity, and determine and foster creative skills as well as evaluate the barriers to creativity and propose methods to counter this. From appraisal of design, students synthesise related skills, sources of information and compose an event design, which they articulate through presentation.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to: 1. Determine critical understanding of the creative process as a management function; 2. Relate and compare the principles of event design to different types of organised event; 3. Distinguish and examine methods to enhance, encourage and produce creativity in event design; 4. Scrutinise, judge and employ a number

of technical skills so as to enhance the production of events; 5. Compose, justify and present a proposal for a unique event; and 6. Collaborate effectively, using interpersonal skills to influence and demonstrate a commitment to team outcomes, while exhibiting responsibility and accountability for own learning and professional practice.

**Class Contact:** Lecture 2.0 hrs PC Lab 1.0 hr Tutorial 1.0 hr

**Required Reading:** Berridge, G. & Ebooks Corporation Limited (2007), *Event Design and Experience*. Oxford: Taylor & Francis

**Assessment:** Report, Early Assessment, 10%. Essay, Individual Assignment, 30%. Assignment, Group Assignment, 40%. Presentation, Group Presentation, 20%.

## BHO2432 Introduction to Events

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This is nominally the first unit within the Bachelor of Business Event Management specialisation. In recent decades, the emergence of event management within the corporate, government and NFP (not for profit) sectors has required a formalisation of management training as provided through this course of study. This unit of study provides a context to the discipline of event management in which students will be introduced to the event sector through learning about a range of characteristics of events. Students will develop capacity to classify and assess events through a critical perspective to improve the outcomes within a range of event settings. Topics include, industry structure, classification systems, business events, sports events, introduction to legal obligation and risk, event marketing and impacts and legacies.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Appraise and classify events within corporate, government and not for profit sectors according to their scale, form or content; 2. Reflect upon and apply a range of fundamental principles and complex techniques to analyse existing major events, festivals and organised spectacles in the areas of business, sport and leisure and improve event outcomes; 3. Deliberate on the socio-cultural and political dimensions and implications of events to facilitate respect for, and valuing of, diversity; and 4. Exhibit individual responsibility and accountability for contributions to group outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Getz, D 2012, 2nd edn. *Event Studies: Theory, Research & Policy for Planned Events* Elsevier Butterworth-Heinemann, Oxford Allen, J, O'Toole, W, Harris, R, McDonnell, I 2010, 5th edn. *Festival and Special Event Management* John Wiley & Sons

**Assessment:** Assignment, Assignment, 10%. Project, Project, 30%. Presentation, Presentation, 20%. Examination, Final Examination, 40%.

## BHO2434 Consumer Behaviour

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BHO1171 - Introduction to Marketing

**Description:** This unit provides a detailed study of consumer buying behaviour, both cognitive and behavioural, as well as purchasing processes and the factors which influence them. The unit includes the understanding of characteristics of individuals, groups and organisations and their influences on purchasing and consumer behaviour, market structures, double jeopardy and duplication of purchase. Students will develop capacities to address complex marketing problems and to facilitate effective marketing decision-making through their engagement with a range of theories and frameworks associated with consumer behaviour. Students will engage

with a range of team-based and individual learning activities including practical problem solving and case study analysis, online learning activities, peer review and self-reflection.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Reflect upon the relationships between the concepts of behaviour and attitudes, and examine their application to consumer behaviour;
2. Discriminate between the cognitive and behavioural theories of consumer behaviour;
3. Conceptualise the forces underlying major consumer trends in diverse local and global markets;
4. Determine the patterns of purchasing behaviour based on the behavioural models of the Double Jeopardy Effect and the Duplication of Purchase Law;
5. Apply a broad range of cognitive frameworks and behaviourist patterns of purchasing behaviour to real-life consumer behaviour situations in order to address complex marketing problems and facilitate effective marketing decision-making; and
6. Evaluate the capacities of marketing strategies to succeed in diverse local and global communities by taking into account alternative theories of consumer behaviour.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** East R., Wright M., & Vanhuele M. (2013). (2nd ed.). Consumer behaviour: Applications in marketing London: Sage Publications Ltd. ISBN 978-1-4462-1123-6 pbk Essential articles for reading for this unit are available on VU Collaborate or through the library.

**Assessment:** Exercise, 10 x Multiple choice quizzes (Weeks 2 to 11 inclusive), 15%. Exercise, 10 x Short Answer/multiple choice quizzes (Weeks 2 to 11 inclusive), 15%. Report, Group Report, 30%. Examination, Short Answer, Essay, 40%.

## BHO2500 Hospitality and Tourism Industry Project

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** To introduce students to industry representatives and industry based project methodologies incorporating investigation techniques to better understand the issues confronting hospitality and tourism industry managers. Topics covered: Negotiating with industry representatives to identify and develop a hospitality or tourism industry project. Execution of the project which includes; undertaking a literature search and the collection and analysis of data; formulation of conclusions and recommendations; presentation of the main implications for management.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Negotiate with industry representatives to identify and develop a hospitality, tourism or event industry project;
2. Undertake a literature review;
3. Collect and analyse data; and
4. Formulate conclusion and recommendations and write and present a research report.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Zikmund, W 7th Business Research Methods Thomson

**Assessment:** Case Study, Case Study Analysis, 20%. Project, Project Proposal, 20%. Report, Final Project Report, 50%. Presentation, Presentation of the Final Report, 10%.

## BHO2505 Innovation and Creativity in Hospitality and Tourism

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit of study examines the new product development (NPD) process for Hospitality and Tourism products and services. Each stage in the NPD process will be explored, from opportunity identification and selection to launch of the new product or service. The links between innovation, creativity, entrepreneurship and

competitive advantage will be investigated. Application of the innovation process to the range of Hospitality and Tourism enterprises from small business to large corporations will be examined. The risks and benefits of innovation as well as factors affecting the success or failure of new products and services will be discussed.

**Credit Points:** 12

**Learning Outcomes:** At the end of this unit, students will have an understanding of the product innovation and development process for hospitality and tourism products and services. Students should understand the factors that drive product and service innovation in hospitality and tourism. Students should appreciate the risks associated with product development and demonstrate a capacity to evaluate potential risks and rewards of product and service innovation.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Crawford, C.M. and Di Benedetto, C.A., 2006, New Products Management, 8th edn, Mc-Graw Hill, Boston. Book of Readings (relating concepts to Hospitality and Tourism).

**Assessment:** Assignment, Progressive Assessment, 60%. Examination, Final assessment, 40%.

## BHO3254 Advanced Marketing Research

**Locations:** Footscray Park.

**Prerequisites:** BE01106 - Business Statistics BHO1171 - Introduction to Marketing BHO2285 - Marketing Research

**Description:** This unit advances students knowledge of marketing research methods that are useful for management decision making. This unit places emphasis on theoretical and practical application of marketing research approaches in order to critically evaluate and devise solutions for market research problems. This unit will utilise qualitative and quantitative research techniques, as well as computer-based statistical software. This unit will also introduce advanced marketing research methodologies, concepts and technology in practice. Finally, this unit will equip graduates with the ability to propose, draft and design marketing research projects.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Evaluate management problems and translate these into feasible research questions;
2. Identify appropriate research methods and techniques for a given research project;
3. Critically analyse, evaluate and synthesise information to develop marketing research proposals;
4. Be familiar with the use and application of programs available for quantitative analysis;
5. Develop competencies to manage and work effectively in teams; and
6. Gain confidence and practice in writing reports and making presentations to an informed audience.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Malhotra, N. K. (2010), (Global Edition. 6e ed.) Marketing Research: An Applied Orientation, Pearson Higher Ed USA

**Assessment:** Report, Case Analysis, 10%. Report, Data Analysis, 15%. Presentation, Research Proposal, 35%. Examination, Final Exam, 40%.

## BHO3306 Casino and Gaming Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit of study investigates the planning, management and operational requirements of casino and gaming facilities. The aims of the unit of study are: to develop the student's analytical and problem solving skills in the management of gaming operations; to analyse the development of casino and gaming complexes in

Australia and other international countries, and to evaluate the social and economic impacts of casinos. Topics to be covered include: casino operating environment, table games, staffing, forecasting, probability theory and games, and simulation.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse and evaluate the social and economic impacts of the casino and gaming industry;
2. Evaluate and apply effective strategic and tactical techniques in casino operations;
3. Solve probability and mathematical problems of several casino games;
4. Develop excel simulation spreadsheets for popular casino games; and
5. Analyse key aspects from the current literature related to the current and future trends within the casino industry.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Kilby, J., Fox, J. and Lucas, A 2005 Casino Operations Management, New York: John Wiley.

**Assessment:** Project, Industry, 30%. Other, Simulation, 20%. Examination, Final Examination, 50%.

### BH03310 Professional Wine and Beverage Studies

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit of study develops the students' knowledge of Australian and international beverages and their application in a commercial environment. Among the topics covered are: Australia's commercial position as a wine producer in relation to other countries. Principles of sensory evaluation and their application to a diverse range of wine styles. The changes that may occur in wines during ageing and/or production. The variances and international influences on the different wine varieties. Varietal profiles and regional characteristics of Australian wine styles. The principles of production techniques for other alcoholic beverages. The characteristics of Champagnes, cocktails, and beers. The application of wine styles to wine and food combining concepts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the principles of sensory evaluation, and apply them to a diverse range of wine styles;
2. Discuss sensory characteristics using a common set of terms for wines from the wine aroma wheel;
3. Have knowledge of how viticultural practices impact on wine outcomes;
4. Understand the changes that may occur in wines during ageing and/or production;
5. Appreciate the variances and international influences on the different wine varieties;
6. Have an extensive understanding of varietal profiles and regional characteristics of Australian wine styles;
7. Extend the principles of production techniques to other alcoholic beverages; and
8. Apply knowledge of wine styles to wine and food combining concepts.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by the lecturer

**Assessment:** Progressive assessment, 40%; Final Examination, 60%.

### BH03311 Yield Management

**Locations:** Footscray Park.

**Prerequisites:** BE01105 - Economic Principles BE01106 - Business Statistics BH01171 - Introduction to Marketing BH02282 - Accommodation Management BA01101 - Accounting for Decision Making BC01102 - Information Systems for Business

**Description:** This unit of study introduces students to Yield Management, which is a demand based pricing system employed in the hospitality and tourism industry. The use of yield management is seen as a critical change in the setting of price in the hospitality and tourism industry and, coupled with information technology, especially the internet, is having long term strategic impacts on the industry. This unit also explores the role and function of the yield manager who is the key executive responsible for managing the pricing and supply policies in hotels and airlines within the hospitality and tourism industry. Topics to be covered include: market segmentation, pricing, optimisation and simulation, performance modelling and yield management practical application.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Evaluate the role and importance of yield management in hospitality and tourism;
2. Distinguish yield management in terms of its component parts, strategic factors and critical considerations;
3. Conduct analytical procedures, including demand analysis, forecasting, pricing, and optimisation needed to apply yield management; and
4. Research key aspects from the current literature on yield management practices.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Hayes, D. and Miller, A. 2011, Revenue Management for the Hospitality Industry, Hoboken, NJ: Wiley.

**Assessment:** Test, Multiple choice, 10%. Assignment, Report, 20%. Other, Spreadsheet for simulated environment, 30%. Examination, Final exam, 40%.

### BH03312 Revenue Management

**Locations:** Footscray Park.

**Prerequisites:** BE01105 - Economic Principles BE01106 - Business Statistics

**Description:** This unit introduces students to revenue management which is a demand based pricing system employed in the international hospitality and tourism industry. The use of revenue management is seen as a critical change in the setting of price in the hospitality and tourism industry and, coupled with information technology, especially the internet, is having long term strategic impacts on the industry. This unit also explores the role and function of the revenue manager, the key executive responsible for managing the pricing and supply policies in hotels, airlines and ground transport firms within the hospitality and tourism industry. Students will engage in a range of activities including practical problem solving sessions, team work, case study analysis, online learning activities, peer discussion and review, and self-reflection. This range of activities will help them critically review key roles and approaches to revenue management to optimise revenue management practices that may be employed in diverse local and global contexts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review the role and importance of revenue management in hospitality, tourism and events;
2. Critically reflect upon the role and function of the revenue manager and revenue management in terms of its component parts, strategic factors and critical considerations;
3. Recommend, justify and manage analytical procedures including demand analysis, forecasting, pricing, and revenue optimisation that are appropriate to solve complex and unpredictable problems in businesses and support the long term strategic directions of organisations; and
4. Work collaboratively in teams to apply a broad and coherent body of knowledge grounded in current literature on revenue management practices to optimise revenue

management practices in local and global contexts.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Phillips, R.L. (2005), Pricing and Revenue Optimization. Stanford, USA: Stanford University Press. Vohra, R. and Krishnamurthi, L., (2012), Principles of Pricing: An Analytical Approach Cambridge

**Assessment:**Test, Multiple choice; Mini-essay, 10%. Case Study, Simulation case study (individual), 20%. Report, 10 page Simulation report (group), 30%. Examination, Short and essay type questions, 40%.

### BH03373 International Marketing

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**BH01171 - Introduction to Marketing

**Description:**This unit introduces students to the specialist theory and practice of marketing across international borders. Marketing in an international environment is increasingly important for many businesses. While the core principles of marketing apply, this subject will provide students with knowledge, understanding and techniques related to undertaking marketing in an international environment and marketing to global markets.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse the effects of the international business environment on product, promotion, distribution and pricing strategies;
2. Advocate the importance of cultural adaptation in marketing programmes and corroborate a cultural and cross-cultural understanding;
3. Critically review different predispositions consumers have towards foreign products, domestic products and products produced in particular countries;
4. Cross-examine and elucidate appropriate strategies for marketing products in international markets including the most appropriate entry strategy; and
5. Predict the key factors involved when marketing products and services in a global market.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Keegan W. J. & Green M. C., (2012), (7th ed.). Global Marketing, New Jersey, USA: Prentice Hall International

**Assessment:**Exercise, Tutorial exercises, 10%. Essay, Written essay, 30%. Presentation, Individual tutorial presentation, 20%. Project, Final Group Report, 40%.

### BH03405 Electronic Retailing

**Locations:**Werribee, Footscray Park.

**Prerequisites:**BEO1105 - Economic Principles

**Description:**The unit of study consists of foundation level studies where particular aspects of electronic retailing are considered and application level studies where results of empirical studies of electronic retailing are discussed and analysed. The contents include: power shift from retailers to consumers; interactive shopping, on-line shopping, television shopping, virtual shopping; electronic connection between retailers and consumers; impact of Internet on consumer behaviour, competition and communication; forces driving changes in consumer shopping behaviour from the supply and demand angles; impact of electronic retailing on consumer shopping behaviour; implications for physical retailers and their strategic response to electronic retailing competition in terms of site architecture, contiguity, merchandise range, pricing, payment methods and promotion research; web strategies for electronic retailers including limitations of electronic retailing; differences and similarities of electronic retailing for consumers and business; future of electronic retailing.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Understand the basic principles of electronic retailing.

**Class Contact:**Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Krishnamurthy, S., 2003 E-Commerce Management. Text and Cases Thomson South-Western, Ohio

**Assessment:**Assignment, Research Assignment (approx 2500 words), 25%. Presentation, Presentation (approx 2500 words), 25%. Examination, Examination, 50%.

### BH03406 Live Performance Management

**Locations:**Footscray Park.

**Prerequisites:**BH02432 - Introduction to EventsThe prerequisite does not apply to BBUS-BSPMUS Music Industry students.

**Description:**This unit introduces students to the organisational and management responsibilities of developing and presenting a small special live performance event. At the completion of the unit, students should be able to explain and critique the processes involved in creating and building a live event, the technological requirements for small, medium and large scale productions, and the logistical requirements.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Creatively apply the principles of event management for small, medium, and large-scale events, elucidating the anticipation, identification and solving of problems and challenges;
2. Substantiate the capability to create and plan a special event by justifying key decision-making with reference to analysis and evaluation of relevant information;
3. Successfully manage a special event exemplifying negotiations within and between local and/or global communities and considered balancing of the individual and public good;
4. Analyse the necessary logistics, and related operational issues likely to influence the success of a special event; and
5. Evaluate a special event justifying the evaluation methods selected and substantiating the conclusions and/or recommendations drawn.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**O'Hara B., Beard M., & Simpson, S., (2009) Establishing a small music, entertainment or arts business Rosebery, NSW

**Assessment:**Assignment, Assignment, 25%. Project, Event Plan, 25%. Other, Event Implementation Assessment, 20%. Report, Event Report, 30%.

### BH03420 Event Operations

**Locations:**Footscray Park.

**Prerequisites:**AC11007 - Creativity and InnovationAC11009 - Arts Industries: the Inside StoryEither/Or - Applies only to students completing ABAI Bachelor of Creative Arts Industries

**Description:**This unit introduces students to the rationale for staging special events and festivals and the conceptualisation of events. The unit of study is designed to give students the knowledge and skills required to understand the planning processes, including bidding and sponsorship of events as well as the marketing and operational aspects and needs of running events. Students will also consider legal obligations associated with event management and will prepare and justify budgets, marketing and risk management plans. Students will engage with the content through a range of activities associated with contemporary cases and issues. Activities will include peer learning, debates, discussions and online activities. Student learning will be guided and assessed through individual and group assignments, a group presentation and facilitated workshop and an exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Review potential markets for special events and festivals;
2. Examine the operations and management techniques of facilities and the resources used for hosting special events;
3. Appraise and reflect on the importance of sponsorship, complex issues and problems that can be associated with sponsorship to events and the management of sponsorship before, during and after an event;
4. Work collaboratively in a team to prepare a budget for an event and validate the budget within the overall financial management of the event;
5. Prepare (integrated marketing communication) for an event with reference to a broad and coherent body of knowledge related to special event management and operations;
6. Explain legal obligations and collaboratively present and justify a risk management plan for an event using appropriate communication tools;
7. Collaborate with and influence others in a manner that acknowledges, respects and values diversity within teams; and
8. Develop team-based solutions and approaches that recognise the role of culture, values and dispositions in achieving effective collaboration, while retaining responsibility and accountability for own learning and professional practice.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Allen, J., O'Toole, W., Harris, R., & McDonnell, I. 2010, 5th edn. *Festival and Special Event Management* John Wiley & Sons, Brisbane, Australia

**Assessment:** Assignment, Assignment proposal, 10%. Assignment, Group Business plan (two parts), 30%. Presentation, Group Presentation of business plan, 20%. Examination, Final Examination, 40%.

### BH03421 Business Events

**Locations:** Footscray Park.

**Prerequisites:** BH02432 - Introduction to Events

**Description:** This is one of the specialist units offered in the Event Management specialism area. The unit is concerned with critical review of the scope and rationale of business events and exposition of this knowledge - regards the following: national and international business events; business events in Australia; definitions within the business events sector (MICE, Trade Shows etc); identification and incorporation of stakeholders (PCOs, Convention Bureaux, Venues); funding and economic considerations; business event sectors (e.g. meetings and conferences, trade shows and exhibitions, product launches, incentive travel); unique operation management task of business events; sourcing leads; managing client relationships; the role of business events in leveraging strategic outcomes; pre- and post- events activities; accompanying persons programme; use of current business "cloud based" event software; the future of business events (e.g. climate change; sustainability; new technologies).

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Evaluate the rationale and strategic function of business events in respect to the sponsor's intentions and the event context;
2. Critically review the planning and development of business events; as they are modified for local and global impact, or for a targeted community;
3. Compose and validate a proposal in response to a client brief for a business event, exemplifying creative problem-solving skills, critical thinking and professional judgement;
4. Exhibit professional insights in the effective application of business event management software;
5. Persuasively advocate responses to the challenges of changing customer service needs and changing global trends of the business event sector; and
6. With responsibility and accountability for own learning and professional practice demonstrate a commitment to team outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Rogers, T. (2008) *Conferences and Conventions: A Global Industry* Amsterdam, Holland: Butterworth-Heinemann

**Assessment:** Test, Online Quiz, 5%. Assignment, Group Assignment, 45%.

Presentation, Presentation of Group Work, 10%. Examination, Final Examination, 40%.

### BH03422 Event Creation and Design

**Locations:** Footscray Park.

**Prerequisites:** BH02432 - Introduction to Events

**Description:** This unit will examine the following areas: 1. Creativity - the concept of creativity; developing and fostering creative skills; barriers to creativity 2. Events and creativity in context; historical perspectives; the evolution of creativity in events; the value of extravagant events, specifically closing and opening ceremonies; objectives of events; constraints to creativity in events 3. Design - Principles of design; producing creative events; technical skills; resources; risk factors; review of event creative industries and synergies with events.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the creative process;
2. Understand the methods for encouraging a creative environment;
3. Understand the ways in which events are created and produced;
4. Know what would constitute a creative event and how to go about producing this;
5. Understand how technical skills can be used to enhance the production of events;
6. Be familiar with the principles of event design; and
7. Be able to develop/design a proposal for a unique event.

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Clegg, B. (1999) *Creativity and Innovation for Managers*. Butterworth-Heinemann, Oxford.

**Assessment:** Exercise, Early assessment exercise - 1,500 words, 15%. Assignment, Individual assignment - 1,500 words, 30%. Assignment, Group assignment, 35%. Presentation, Presentation, 20%.

### BH03423 Event Evaluation and Legacy

**Locations:** Footscray Park.

**Prerequisites:** BH02432 - Introduction to Events

**Description:** This unit will examine the triple bottom line evaluation of events. In so doing it will: Examine the event evaluation process from the pre-event stage (feasibility stage) through to post-event evaluation - Examine separate and holistic approaches to evaluating the economic, social and environmental impacts of events - Examine the concept of event legacy - Use the economic evaluation kit *Encore* as the basis for understanding the economic evaluation of events as well as the practical use of the actual instrument to evaluate the economic contribution of events.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Obtain an understanding of feasibility studies and their role in the event evaluation process;
2. Understand the basis for evaluating the economic impacts of events;
3. Understand the basis for evaluating the social impacts of events;
4. Understand the basis for evaluating the environmental impacts of events;
5. Understand the concepts behind holistic evaluation of events and triple bottom line reporting;
6. Obtain an understanding of the legacy of events; and
7. Use the economic evaluation tool *ENCORE*.

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as

approved by the Faculty of Business and Law.

**Required Reading:** Jago & Dwyer. (2006) Economic Evaluation of Special Events: A Practitioner's Guide. Common Ground, Altona.

**Assessment:** Other, Progressive Assessment, 60%. Examination, Examination, 40%.

### BH03433 Food and Beverage Management III

**Locations:** Footscray Park.

**Prerequisites:** BH01121 - Food and Beverage Management IBH01122 - Food and Beverage Management II

**Description:** This unit of study aims to develop in students an understanding of key principles of a food and beverage cost management strategy; enable students to critically evaluate both well-established and recent theories in catering supply and demand and to develop an understanding of the market in which catering operations exist; develop students capacity to undertake management or large-scale, multi-site and multi-unit catering projects. Topics include: competitive challenges of the restaurant and catering industry; systems theory and restaurant and catering systems including food safety systems; types of costs in restaurant and catering operations. Factors influencing restaurant and catering costs. Costs and menu engineering; Unique cost management problems of large-scale multi-site catering businesses. Contemporary issues in catering cost management. Industry case studies.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Solve problems in costing through the application of specific tools and techniques;
2. Appreciate the importance of maximising stock turnover while maintaining sufficient stock levels;
3. Research and understand developments in 'Systems Theory' and to apply the 'Systems' paradigm to the production, distribution and service phases of large-scale catering operations; and
4. Utilise the theory and practice of project management.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Morrison, P., Ruys, H. and Morrison, B., 1998, Cost Management for Profitable Food and Beverage Operations, 2nd edn, Hospitality Press, Melbourne.

**Assessment:** In-semester assessment, 30%; Group Project, 30%; Final examination, 40%.

### BH03434 International Hospitality Operations Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** Managers in the international hospitality industry are responsible for making a wide range of decisions involving operation performance. This takes place within an increasingly complex and challenging environment 21st century environment. The effectiveness of management decision-making can be enhanced through the application of operations management principles and practices. This unit introduces the student to some of these decision support procedures within the context of International Hospitality operations management. Through an approach that draws on a range of hospitality business contexts, the associated theories and practices are connected using international examples. Topics include: understanding operations management; managing operations; designing and developing operations; and operations strategies. The unit aims to develop effective student capabilities relative to being adaptable to dynamic international hospitality operations management trends and complex problem solving.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse and evaluate short and long term operation problems as they confront international hospitality operations;
2. Critique creatively apply, and interpret various operations research and statistical techniques;
3. Critically reflect on strategic responses from an ethical managerial perspective to the findings of the above research;
4. Make clear and coherent presentation of relative management knowledge and ideas with some intellectual independence demonstrating how culture and values impact on the achievement of collaborative tasks; and
5. With responsibility and accountability for own learning and professional practice while exhibiting commitment to team outcomes, commentate upon the balance of individual and public good within the workings of local and global communities.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Jones, P. and Robinson, P. (2012) Operations Management, Oxford, UK: Oxford University Press Jones P., & Pizam, A. (2008), Handbook of Hospitality Operations and IT, Oxford, UK: Elsevier

**Assessment:** Exercise, Textbook Chapter Review & Problem Questions, 10%. Case Study, Case Study (Individual), 25%. Case Study, Simulated Case Study (Group), 25%. Examination, Final Examination, 40%.

### BH03435 Marketing Planning and Strategy

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BH01171 - Introduction to Marketing BH02434 - Consumer Behaviour BH02265 - Integrated Marketing Communications

**Description:** The aim of this unit is to focus on marketing planning and strategy. Marketing strategy is fundamentally concerned with understanding changing market and environmental landscapes, with a view to identifying trends and new business opportunities. The ability to develop sustainable, long term strategies to meet future demand depends on a rich understanding of the direction for change and the underlying drivers of those changes. The unit introduces students to strategic analysis and planning, strategic research methods and advanced written communication skills used to present complex reports.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically evaluate the evolution of marketing strategic thought;
2. Compare and contrast marketing managerial and strategic approaches to strategy formulation;
3. Employ - environmental scanning for marketing strategic planning purposes;
4. Analyse trends and identify growth opportunities in marketing; and
5. Formulate and recommend appropriate marketing strategies for creating competitive advantage.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Reed, Peter (2010) (3rd ed) Strategic Marketing: Decision Making and Planning Cengage Learning

**Assessment:** Report, Introduction to Marketing Plan-Group proposal, 15%. Report, Strategic Marketing Plan- Group project, 35%. Examination, Final Examination, 50%.

### BH03439 Marketing Services and Experiences

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BH01171 - Introduction to Marketing

**Description:** The aim of this advanced unit in marketing is to examine the special requirements for successfully understanding the marketing of services and experiences. The various activities in the services marketing mix are investigated with particular reference to product development, pricing, promotion, place decisions, process design, people, performance and physical evidence. In addition, the role and importance of the service sector within the context of the Australian economy is examined.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Differentiate and critique the unique challenges involved in marketing and managing services and experiences;
2. Identify and examine the various components of the services marketing mix;
3. Distinguish the key issues required when managing customer satisfaction and service quality;
4. Assess the role of the participants as co-creators of experiences, satisfaction and recovery; and
5. Analyse key issues that could impact upon service businesses.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Lovelock, C.H., Patterson, P.G. & Wirtz, J. (2011) *Service Marketing: An Asia-Pacific and Australian Perspective*, Frenchs Forest: Pearson Australia

**Assessment:** Test, A Multiple-choice test, 10%. Presentation, Pecha Kucha style presentation, 20%. Report, Service experience diary and report (which include WIL), 30%. Examination, Final Exam, 40%.

### BHO3473 Human Relations

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The purpose of this unit is to acquire a comprehensive knowledge about interpersonal communication, self awareness and reflection and to develop, practice and apply skills in these areas. This unit is an applied skills-oriented course but in order to develop these skills students will be required to critically evaluate relevant theories and research findings. Some of the topics covered relate to the development of effective listening skills, managing verbal and non-verbal communication in face-to-face situations, intercultural communication, resolving conflict, effective leadership, teamwork and problem solving.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically evaluate and apply the conceptual framework for understanding and managing interactions between people;
2. Demonstrate mastery of the generic interpersonal skills necessary for building and maintaining effective working and interpersonal relationships; and
3. Demonstrate a capacity for deep and critical personal reflection.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Johnson, D.R., 2009, 10e, *Reaching Out: Interpersonal Effectiveness and Self-Actualization*, Pearson Education

**Assessment:** Test, Short answer, 15%. Test, Multiple choice, 35%. Journal, Reflective exercise, 20%. Report, Research, 20%. Presentation, Group, 10%.

### BHO3475 International Human Relations

**Locations:** Footscray Park.

**Prerequisites:** BMO1102 - Management and Organisation Behaviour BPD1100 - Integrated Business Challenge

**Description:** The purpose of this unit is to enable students to acquire comprehensive knowledge about interpersonal communication, self-awareness and reflection; and to develop, practice and apply skills in these areas. This will enhance their capacities to pursue and maintain effective international human relations. Learning takes place with reference to multi-cultural and international contexts and will involve active student involvement in a range of learning activities that include practical problem solving, case study analysis and team work .

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Evaluate international human relations-related conceptual frameworks to promote responsible and ethical local and global interactions;
2. Analyse interpersonal communication skills required for effective outcomes in multicultural and international contexts;
3. Justify the application of cross-cultural interactions for specific contexts with reference to appropriate theoretical work;
4. Exemplify professionally-relevant interpersonal skills necessary for building and maintaining effective working and interpersonal relationships in diverse contexts;
5. Exhibit responsibility and accountability for own learning and/or professional practice and contribution to team outcomes; and
6. Present recommended actions and outcomes in response to specified complex professional issues.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Johnson, D.R., (2012), (11th ed.). *Reaching Out: Interpersonal Effectiveness and Self-Actualization*, USA, Pearson Education

**Assessment:** Journal, Personal Reflective Journals, 25%. Test, Online assessments (MCT), 35%. Report, Research Report, 20%. Presentation, Group tutorial activity, design paper and workshop., 20%.

### BHO3499 Managing Sustainable Destinations

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The aim of this unit is to examine the meaning and practices of tourism planning and sustainable destination management and its relationship to economic, physical and human environments in the context of destination competitiveness. Students will critically reflect on a variety of planning and management techniques at various stages for the development of sustainable tourism destinations at the global, national and, regional levels. Students will compare, critique and develop plans and management strategies to maximise the benefits and minimise the costs of tourism development, and which result in sustainable outcomes. Students will engage in a range of learning activities including analysis of contemporary travel articles and academic sources, practical problem solving sessions, case study analysis, online learning activities, peer discussion and review, and self-reflection. Student learning will be guided and assessed by means of a business report, a test and a final examination

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Elucidate the roles and relationships of the key stakeholders involved in the sustainable and equitable planning, development and management of diverse destinations;
2. Devise, advocate and justify strategies for sustainable tourism planning and management as applied to different destinations;
3. Critically reflect on management of the economic, socio-cultural and environmental impacts of tourism to achieve equitable and sustainable outcomes in local and global communities;
4. Draw upon a broad range of academic and industry publications to compare and critique tourism planning and sustainable destination management approaches in diverse settings; and
5. Create a professional sustainable tourism development business report.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Ritchie, JRB, and Crouch, G.I., (2003). *The Competitive Destination: A sustainable tourism perspective*. CABI Publishing

**Assessment:** Test, Multiple Choice Test, 20%. Report, Prepare a Business Report (Group), 40%. Examination, Final Examination, 40%.



## BHO3500 Hospitality and Tourism Industry Project

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**To introduce students to industry representatives and industry based project methodologies incorporating investigation techniques to better understand the issues confronting hospitality and tourism industry managers. Topics covered: Negotiating with industry representatives to identify and develop a hospitality or tourism industry project. Execution of the project which includes; undertaking a literature search and the collection and analysis of data; formulation of conclusions and recommendations; presentation of the main implications for management.

**Credit Points:** 12

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Robson, C., 1993, Real World Research, Blackwell, London.

**Assessment:**Progressive assessment, 50%; Final project report, 50%.

## BHO3501 Hospitality Facilities Planning and Development

**Locations:**Footscray Park.

**Prerequisites:**BAO1101 - Accounting for Decision MakingBHO1171 - Introduction to MarketingBHO2282 - Accommodation Management

**Description:**To introduce students to the process of planning developing and evaluating hospitality facilities via systematic market demand analysis and feasibility study. Topics include: the development process, conceptualisation, planning and initiation, market demand analysis and feasibility studies; and the management and operational phase, performance evaluation, decision making strategy development and implementation.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Examine the complex nature of hospitality facilities planning and development;
2. Critique the major legal and design issues involved in a development project;
3. Conduct a Market Feasibility Study and produce a report for a proposed hospitality property development; and
4. Conduct a Financial Feasibility Study and produce a report for a proposed hospitality property development.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Baker, K., 2008, Project Evaluation and feasibility analysis in hospitality operations, Pearson Education Australia.

**Assessment:**Test, Multiple choice/short answer, 20%. Report, Feasibility study report, 60%. Examination, Final exam, 20%.

## BHO3504 Culture and Identity

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**The aim of this unit is to introduce students to the social complexity of the hospitality and tourism industries. The student will address the complexities of the service environment as experienced by hospitality and tourism workers. In particular, the unit will focus on the complexities of a truly international industry wherein staff deal with colleagues and customers from different cultural backgrounds.

**Credit Points:** 12

**Learning Outcomes:**Upon completion of this unit, the student should be able to demonstrate an appreciation for; the challenges of working in a multi-cultural environment; the universals of social behaviour; culture and ethics; cross cultural interaction and communications as they are experienced in the hospitality and tourism industry.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Helen Fitzgerald, H. 1998. Cross-Cultural Communication for the Tourism and Hospitality Industry. Hospitality Press ISBN 1862504725.

**Assessment:**Progressive Assessment 60% Final Assessment 40%.

## BHO3507 International Trends and Issues

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**The aim of this unit is to provide an overview of current and future trends and issues relating to international tourism and hospitality. The approach will have a sectoral and/or a thematic focus. Topics will change over time, reflecting their relative importance to international tourism, hospitality and events. The unit aims to develop students' abilities to critically evaluate data and information from a wide range of secondary sources and to interpret the implications that trends and issues have for the tourism, hospitality and events industries in the future. Students will engage with the content through a range of activities associated with contemporary cases and issues. Activities will include guest lecturers, peer learning, debates, discussions and online activities. Student learning will be guided and assessed through a combination of tests, a group presentation and facilitated workshop and a research group report.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically evaluate trends and issues affecting international tourism/hospitality;
2. Critically review a wide range of secondary data and information sources relating to international tourism/hospitality industry trends;
3. To analyse important, complex and often unpredictable problems in tourism and hospitality;
4. Work collaboratively in a team to conceptualise means to address a specific issue in international tourism and hospitality;
5. Advocate and justify means to address a specific issue in international tourism and hospitality in a presentation and workshop;

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Selected readings will be made available via the unit VU Collaborate site.

**Assessment:**Test, In class, 20%. Presentation, Group Presentation and Workshop, 20%. Test, In class, 20%. Report, Group Research Report, 40%.

## BHO3510 Hospitality, Tourism & Events Industry Project

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**The aim of this unit of study is to develop students' knowledge of industry based project methodologies incorporating investigation techniques to better understand the issues confronting hospitality, tourism and event industry managers. The execution of the project includes undertaking a literature review, the collection and analysis of data, the formulation of conclusions and recommendations, and the presentation of the main implications for management.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Generate a conceptual framework for a hospitality, tourism or event industry project;
2. Develop critical analytical skills in relation to a literature review;
3. Propose and justify research design and methodology appropriate to the industry

project and select appropriate analytical techniques; 4. Formulate conclusions and prioritise recommendations based on the findings of the industry project; and 5. Compose a professional industry research report or business plan.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Zikmund, W. et.al (2010). (8th ed.). Business Research Methods Mason, OH, USA: South-Western Cengage Learning

**Assessment:** Test, Semester Test, 20%. Report, Phase 1: Report (Proposal), 20%. Report, Phase 2: Final Project Report, 50%. Report, Presentation of Final Project Report, 10%. Test: Learning Outcomes 2 and Graduate Capabilities I4 Report: Learning Outcomes 1, 2 and 3 (which includes LiWC) and Graduate Capabilities P4 Report: Learning Outcomes 2, 4 and 5 (which includes LiWC) and Graduate Capabilities I4, W4 Report: Learning Outcomes 4 and Graduate Capabilities C4.

## BH05501 Electronic Marketing

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** The unit critically reviews many facets of electronic marketing with particular reference to its application for direct marketing and online advertising. Students will engage with the unit material through an established framework for an electronic marketing plan so that they will be able to utilise their theoretical knowledge and understanding on how to deploy digital technology to stay competitive in a dynamic business environment. Students will plan, evaluate and implement electronic marketing strategies in order to transform traditional marketing and business models.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to: 1. Examine new electronic communication technologies and assess their potential to complement traditional marketing concepts; 2. Creatively apply insights and to formulate strategic recommendations on new and emerging e-business and e-commerce models technologies, products and services; 3. Critically review the legal, social, and ethical issues faced by electronic marketers and determine their impact on internet marketing strategy; 4. Propose objectives and develop strategies for incorporating electronic and interactive elements into a marketing programme for businesses by interpreting and justifying theoretical propositions in evidence-based decision making; 5. Evaluate the impact of electronic marketing strategies on the relevant stakeholders; and 6. Generate recommendations and courses of action to build into internet marketing strategies.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Chaffey, D, Ellis-Chadwick, F, 2012 5th edition, Digital Marketing: Strategy, Implementation and Practice, Harlow/Pearson

**Assessment:** Report, Individual Strategy Paper, 20%. Report, Group - Google Online Marketing Challenge Pre-Campaign, 20%. Presentation, Group - Google Online Marketing Challenge Post-Campaign, 20%. Report, Individual Research Report, 40%.

## BH05502 Services and Relationship Marketing

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The aim of the unit of study is to introduce the graduate student to the service industry, and the marketing implications. There is a focus on developing marketing strategies for services, especially in view of demand management, quality, and customer service. Building internal and external relationships a competitive strategy for service marketing forms an integral part of this unit of study. Topics

include: understanding services; strategic issues in service marketing; tools for service marketers; relationship marketing in services; marketing plans for services.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Differentiate between the unique characteristics of services and identify the distinctive marketing and management challenges they pose; 2. Appraise how the service design and the service environment can help improve both service quality and productivity; 3. Debate the importance of service quality for customer satisfaction, loyalty and repeat purchase; 4. Evaluate the contribution of participants in service delivery, satisfaction and recovery; 5. Value the roles of customer service and relationship marketing in business marketing and debate their importance; and 6. Develop a profitable service strategy to illustrate how the concept of service can be used as a competitive advantage in managing organisations.

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a seminar or a delivery mode as approved by the College of Business. Unit of study equal to 12 credit points.

**Required Reading:** To be advised by the unit coordinator.

**Assessment:** Essay, Individual Essay, 20%. Report, Group Report (to client), 10%. Report, Group Report (full), 40%. Other, Individual Reflection and Evaluation, 30%.

## BH05503 Marketing Communication

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit critically examines managerial decision-making skills in all aspects of promotion through the praxis of theoretical propositions and contemporary professional practice. The challenges of strategy development and implementation in advertising will be addressed through a variety of lenses: personal selling, publicity, public relations, direct response marketing and customer service. Critical examination and challenges will be informed by analysis and theorising about developments that contribute to enhanced professional practice and scholarship in this dynamic field of study.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Compare and contrast the strong and weak theories of marketing communications; 2. Devise effective marketing strategies and programmes; 3. Formulate appropriate marketing communications strategies to practical business objectives; 4. Distinguish and justify different creative and media execution; and 5. Evaluate a company's marketing and promotional programme.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Belch, George E. and Michael A. Belch (2014), (8th Edition), Advertising and Promotion: An Integrated Marketing Communications Perspective McGraw-Hill/Irwin, New York.

**Assessment:** Presentation, Individual Presentations and Theory led Discussion, 20%. Report, Group Report (individual or pairs), 40%. Examination, Examination, 40%.

## BH05504 Brand and Product Management

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** The unit is aimed at introducing graduate students to aspects related to the design of marketing of products and services in the marketplace. It will provide students with skills necessary in developing and administering policies and strategies for both the company's existing and new products with a competitive edge. The topics covered in this unit, would include: a framework for product management structure in an organisation; an overview for the need for introducing new products;

the importance of an innovation policy; new product strategy, a productive new product development process; market appraisal for opportunity identification; the design process, a focus on importance of the consumer, product positioning, testing and improving new products to meet competition, product introduction and profit management; implementing the new product development process: the imperative need for customer and after-sale service as a competitive edge strategy in both domestic and foreign markets.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Compare and contrast the elements of a managing a product and managing a brand;
2. Critique the different measures of brand equity, including brand salience;
3. Debate communication strategies by justifying the measures of valuation formation that are based on consumer perception;
4. Appraise the rationale behind new product development and new services development processes, including innovation, research, and testing; and
5. Assess and develop differing brand and product portfolio management strategies.

**Class Contact:** Seminar 3.0 hrs Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business.

**Required Reading:** Kevin Keller. (2012). 4th Edition, Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson Publishing.

**Assessment:** Presentation, Individual Presentation, 15%. Essay, Individual Essay, 35%. Report, Group Report, 30%. Presentation, Group Presentation, 20%.

### BH05505 Business to Business Marketing

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study is aimed at graduate students with prior knowledge or understanding of the marketing discipline. It would acquaint students with practices and problems of the Industrial and Organisational Marketing field or profession. Students would be equipped with skills and techniques essential in carrying out managerial responsibilities and duties in the industrial marketing function. Topics to be covered would include: the basics of industrial marketing; industrial markets, products and services and purchasing practices; organisational buyer behaviour and concepts and models of organisational buying behaviour; industrial marketing research and intelligence; industrial market segmentation; industrial marketing management functions; the strategic management of industrial products and services, marketing and product innovation, industrial pricing, industrial marketing communications, industrial channel strategy; control of industrial marketing programs; industrial market performance, control and evaluation of industrial marketing, industrial competitiveness in the Asian economic integrated region.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Discriminate between business to business and consumer markets;
2. Utilise current information on the subject in order to understand the breadth and depth of business to business markets;
3. Synthesise customer marketing information and critique the nature of business to business markets;
4. Appraise the importance of business and customer relationship management; and
5. Choose appropriate business to business customers and generate an appropriate business to business marketing strategy.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Dwyer, F.R. & Tanner, J.F., 2006, Business Marketing - Connecting Strategy, Relationships and Learning, McGraw-Hill.

**Assessment:** Final Examination, 50%; Case study/assignments/research projects, 50%.

### BH05525 Marketing Strategy

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit reviews the theoretical underpinnings of marketing strategies. The unit is presented in a critical manner, ensuring students contextualise theoretical propositions, and the use of evidence-based corroboration allows the student to use empirical knowledge to develop the most appropriate strategies in practice.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critique whether formal planning procedures assist organisations in developing better marketing strategies and present this through individual and group based tasks;
2. Critically evaluate strategic management philosophies including the assumptions behind segmentation, targeting and positioning and outline these in both individual and group based work;
3. Generate and evaluate a range of alternative strategies in meeting the organisation's objectives;
4. Formulate a marketing strategy based on justifying and interpreting theoretical propositions in evidence-based professional decision-making; and
5. Defend and justify the implications of alternative theoretical frameworks associated with applying alternative strategic marketing plans and elucidate these through individual and group-based assignments.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Hooley, G, B. Nicouland and N. Piercy (2011) (Fifth Edition) Marketing Strategy and Competitive Positioning Pearson, Essex.

**Assessment:** Test, Questions and Case Study, 15%. Essay, Individual Assignment, 25%. Presentation, Group Presentation, 20%. Report, Group Assignment, 40%.

### BH05572 Logistics

**Locations:** City Flinders.

**Prerequisites:** BH06505 - Marketing Management

**Description:** The unit of study provides students with a managerial viewpoint or approach in terms of marketing decisions made in all aspects pertaining to distribution systems so as to complete efficiently and effectively in the market place. Topics covered would include: focus on analysis and decision making regarding the functions and institutions in designing and appraising a distribution system, and thereby develop and implement a competitive distribution strategy to enhance the functions; economic and behavioural analysis of distribution intensity, channel length, marketing logistics, transportation, inventory control and warehousing and distribution cost; influence of product mix, prices and promotional activities on designing and appraising wholesale and retail distribution systems; consideration will be given to trends and factors influencing the development and choice of distribution strategy; achieving interorganisational co-ordination in the distributive network; in-School analysis of role of distribution in a company's overall competitive strategy and managerial skills essential in the administration, implementation and control of distributional functions and strategy for competitive purposes in the market place.

**Credit Points:** 12

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** To be advised by lecturer.

**Assessment:** Assignment and class presentation, 60%; Final examination, 40%.

### BH05574 Consumer Behaviour

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This interdisciplinary unit discusses the consumer as the focus of the marketing system. The unit of study emphasises the use of knowledge about consumer behaviour in marketing decisions and insight for innovation. The contribution of the disciplines of anthropology, sociology, psychology, and economics to the understanding of consumer buying behaviour is highlighted. Specific areas of focus are consumer needs, motives, perceptions, attitudes, personality, the socialisation process, group influences (family, social groups, culture and business) and culture. Theoretical and conceptual consumer behaviour frameworks are applied to purchasing decision-making, buying and the use of goods and services in both Australian and a global context.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Reflect critically upon theoretical approaches and practice-based innovations in the key academic literature by evaluating their application to the field of consumer behaviour;
2. Appraise cognitive modes including cultural, social and psychological influences and present these through individual and group based activities;
3. Deconstruct consumer behaviour through the application of behavioural models including double jeopardy, duplication of purchase law and dirichlet theory;
4. Evaluate the strategic and tactical implications associated with alternative consumer behaviour theories and explain these through individual and group based activities; and
5. Question the value of traditional marketing practice and reflect on how the different approaches impact the marketing profession.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** J. Paul Peter & Jerry C Olson. (2010). 9th Edition. Consumer Behavior and Marketing Strategy. McGrawHill Publisher.

**Assessment:** Essay, Individual Essay (1000 word), 15%. Presentation, Presentations (Teams), 20%. Report, Team Report, 35%. Other, Reflection 2500 words, 30%.

### BH05575 National Cultures and Identities

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** Examines the meaning of culture and national identity with emphasis on cultural comparison. Considers theoretical and practical applications of cross-cultural activity including but not confined to: the universals of social behaviour, culture and ethics, communication, cross cultural interaction and the outcomes of cross-cultural contact. This unit of study has particular application to marketing, tourism and hospitality contexts.

**Credit Points:** 12

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** To be advised by lecturer.

**Assessment:** Minor Project and research paper, 45%; Project/Paper Presentation, 15%; Journal Review paper, 25%; Review Presentation, 15%.

### BH05583 Marketing Research

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit develops students' ability to critically evaluate different research approaches and techniques used in solving practical market research problems. The importance of research in strategic and competitive marketing planning is highlighted through a focus on the research insights required for effective decision making and innovation based on the management decision problem. Students will review the holistic marketing research process. They will examine relevant and emerging research methodologies for the consumer market, industrial market and service market, and critique alternative data collection procedures for rigour, access and

tractability. Discipline-specific research issues will be investigated; challenges such as evaluating the need for qualitative or quantitative research methods, experimentation in marketing, valid experimental designs and examination of various research techniques and industry ethics and codes of conduct will be critiqued. In addition foundational tool development including designing forms and scales for collecting data; designing the sample and data collection method will be examined.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Discriminate between the different paradigms of research, including positivism and interpretivism, and theorise how they inform research practices;
2. Justify the inclusion of quantitative and qualitative research methods given the specific research problem;
3. Appraise and substantiate the scope of research problems, objectives, questions or hypotheses in order to underpin the research design into innovative solutions;
4. Critically evaluate different research approaches and techniques in solving specific research questions;
5. Develop and defend coherent substantial research plans linking aims, design, and methods of data collection; and
6. Debate the modifications to research plans required to adapt an evidence-based investigation for local, national or global markets that illustrate an appreciation of the role of culture, values and dispositions in achieving a contextually relevant plan.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Bryman, A. and Bell, E. 2011 3rd edition, Business Research Methods 2011, Oxford University Press, Oxford

**Assessment:** Report, Individual – Management and Research Problem, 15%. Essay, Individual – Research Approaches and Design, 30%. Presentation, Group – Research Proposal, 25%. Examination, Final examination, 30%.

### BH05605 International Tourism Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study aims to develop an understanding of tourism and the tourism system in an international context. Topics include a systematic overview of tourism, the different perspectives of tourism, global tourism trends, tourist attractions, and business management in tourism and future trends.

**Credit Points:** 12

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Hall, C., 1997, Tourism in the Pacific Rim; Developments, Impacts and Markets, Addison Wesley Longman Australia Pty Ltd, Melbourne. Leiper, N., 1995, Tourism Management, TAFE, Melbourne.

**Assessment:** Minor assignment and participation, 20%; Major Assignment, 40%; Examination, 40%.

### BH05607 Casino and Gaming Operations Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study investigates the planning, management and operational requirements of casino and gaming facilities. The aims of the unit of study are: to develop the student's analytical and problem solving skills in the management of gaming operations; to analyse the development of casino and gaming complexes in Australia and other international countries, and to evaluate the social and economic impacts of casinos. Topics to be covered include: casino operating environment, table games, staffing, forecasting, probability theory and games, and simulation.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse and evaluate the social and economic impacts of the casino and gaming

industry; 2. Evaluate and apply effective strategic and tactical techniques in casino operations; 3. Solve probability and mathematical problems of several casino games; 4. Develop excel simulation spreadsheets for popular casino games; and 5. Analyse key aspects from the current literature related to the current and future trends within the casino industry.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Kilby, J., Fox, J. and Lucas, A 2005 Casino Operations Management, New York: John Wiley.

**Assessment:**Project, Casino Industry Trends, 30%. Other, Casino Game Simulation, 20%. Examination, Final Examination, 50%.

### **BH05608 Hospitality and Tourism Human Resource Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study examines the theoretical and practical applications of Human Resource Management within the Hospitality and Tourism Industry. It includes the concept of strategic HRM and its application to HRM practices such as employee recruitment, selection, performance appraisal, training and development, remuneration systems and occupational health and safety. The unit is also concerned with the industrial relations system and its impact on the Hospitality and Tourism Industry, with special attention to the incidence of enterprise bargaining within the industry. The unit investigates best practice within Hospitality and Tourism, the impact of TQM on productivity and current trends in HRM within the industry.

**Credit Points:** 12

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Anthony, W., Perrewe, P. and Kacmar, 1996, Strategic Human Resource Management, 2nd edn, Dryden, Orlando.

**Assessment:**Review report, 40%; presentation, 10%; Case Studies, 50%.

### **BH05613 Applied Research Methods in Hospitality and Tourism**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:** In this unit of study the students will study the application of qualitative and quantitative research methods in an hospitality and tourism context. The increasing sophistication of the hospitality and tourism industries, with their demands for managers to better understand markets, market segmentation and customer satisfaction surveys, means that hospitality and tourism managers must develop a working knowledge of how to apply qualitative and quantitative research techniques in an hospitality or tourism setting. Topics include: content analysis, semiotics and other qualitative analytical methods and various quantitative analytical methods such as tests of significance, factor analysis, cluster analysis and discriminant analysis and how they can be applied to an hospitality or tourism setting. Using existing data sets, the students will get to practice these various techniques.

**Credit Points:** 12

**Class Contact:**Seminar3.0 hrs

**Required Reading:** Johns, N. and Lee-Ross, D., 1998, Research Methods in Service Industry Management, Cassell, London.

**Assessment:**Preliminary essay, 10%; Major Project, 30%; Class Presentation, 20%; Final Exam, 40%. Students are expected to satisfactorily complete each component of the assessment to gain a pass in the unit of study.

### **BH05615 Product Innovation in Hospitality and Tourism**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study examines the new product development (NPD) process

for Hospitality and Tourism products and services. Each stage in the NPD process will be explored, from opportunity identification and selection to launch of the new product or service. The links between innovation, creativity, entrepreneurship and competitive advantage will be investigated. Application of the innovation process to the range of Hospitality and Tourism enterprises from small business to large corporations will be examined. The risks and benefits of innovation as well as factors affecting the success or failure of new products and services will be discussed.

**Credit Points:** 12

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Crawford, C.M. and Di Benedetto, C.A., 2006, New Products Management, 8th edn, Mc-Graw Hill, Boston. Book of Readings (relating concepts to Hospitality and Tourism)

**Assessment:**Preliminary essay, 10%; Class Test, 10%; Individual Project, 30%; Final exam, 50%.

### **BH05616 Hospitality, Tourism and Events Marketing**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit covers the issues of strategic marketing planning and the marketing of hospitality, tourism and event management related activities including accommodation, food and beverage, conventions and conferences, special events and visitor attractions. The main aims of the unit are: - To develop students understanding of marketing principles in relation to the hospitality, tourism and events industries. - To apply these marketing principles to the hospitality, tourism and events industries through case studies and analysis.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Demonstrate an understanding of the role of marketing as a function within tourism, hospitality and event management related organisations;
2. Demonstrate an awareness of the techniques used to market services;
3. Apply the concepts of marketing to the tourism, hospitality and events industries, giving special attention to market identification and segmentation;
4. Demonstrate an appreciation of cultural and other differences within the market and display an understanding of their effect on the marketing of hospitality, tourism and event management services;
5. Prepare and plan marketing research and prepare a marketing plan; and
6. Apply the principles and techniques learned to the marketing of hotels, resorts, conventions and conferences, special events and attractions, and to the hospitality, tourism and events industries in general.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Kotler, P., Bowen, J., and Makens, J. (2006) Marketing for Hospitality and Tourism (4th Ed.) Pearson Prentice Hall, New Jersey.

**Assessment:**Test, In-Class Test, 10%. Report, Group Business Report 3,500 - 4,000 words, 40%. Presentation, Presentation of Report Findings, 20%. Examination, Final Examination 2 hours duration, 30%.

### **BH05618 The Events Environment**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit examines the role of special events as a catalyst for tourism destination development and promotion. Furthermore it aims to develop an understanding of the environment in which events are staged and the integral roles that hospitality and tourism play in the event industry. Topics studied will include: - the tourism industry - trends in the use of leisure time and its impact on tourism - the role of events in destination development - crisis management and role of events in

destination repositioning - economic, social and environmental impacts of events - tourist industry groups and their relationship to events - pre/post event tours and their importance - banquets, functions and conventions - the social and business function of hospitality.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the macro environment within which events are staged;
2. Understand the relationship between tourism and events;
3. Understand the different types of special events and the trends associated with their role in destination development;
4. Examine the various stakeholders and different tourist industry groups involved and their role in event planning, management and promotion;
5. Understand trends in the tourism and events industries and how these will impact on events now and in the future; and
6. Examine impacts of events on destinations and communities.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Getz, D. (1997) *Event Management and Event Tourism*. Cognizant Communications, Place New York.

**Assessment:** Assignment, Events and Tourism, 30%. Assignment, Critical Analysis - Group Assignment 3000 - 3500 words, 40%. Presentation, Class Presentation, 20%. Participation, Seminar Participation, 10%.

### BH05619 Business Events in the Global Context

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit will provide students with knowledge and understanding of the following: The Scope of Business Events - International business events - Business events in Australia - Tourism Satellite Accounts and their importance - Definitions within the business events sector (MICE, Trade Shows etc.) - Rationale for business events - Stakeholders PCOs, Convention Bureaux, Venues) - Funding and economic considerations Business Events Sectors - meetings and conferences - trade shows and exhibitions - product launches - Incentive travel Operationalising Business Events - Sourcing leads - Managing client relationships and networking - Leveraging business events - Pre- and post- events activities - Accompanying persons programme - Use of EventsPro The future of Business Events - Climate change - Carbon neutral initiatives - Innovations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the context of business events;
2. Understand the economic importance of business events in the domestic and global market place;
3. Understand the rationale behind business events;
4. Have substantial knowledge of the main types of business events;
5. Understand the planning and development of business events;
6. Understand incentive travel and be able to develop a proposal for a client brief;
7. Recognise the importance of the client relationship;
8. Be able to select venues appropriate for business events;
9. Use EventsPro for the management of conferences and trade shows;
10. Understand and be able to critically examine future challenge for business events especially in view of climate change and its implications; and
11. Be able to analyse case studies and offer innovative answers for future planning and challenges for business events.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Deery M., Jago L., Fredline E., & Dwyer L. (2005) *National Business Events Study: an Evaluation of the Australian Business Events Sector*. CRC for Sustainable Tourism, Gold Coast.

**Assessment:** Assignment, Individual Assignment Essay - 1500 words, 20%.

Workshop, Networking Workshop, 30%. Assignment, Group Assignment - proposal and presentation, 30%. Assignment, Pair Assignment, 20%.

### BH05621 Hospitality, Tourism and Events Project

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit examines the research process as it is applied to real-life projects in the hospitality, tourism and events industries. It provides students with the opportunity to build links with industry in their chosen field of hospitality, tourism or event management and deepen their understanding of industry research needs. The aims of the subject are: - To further enhance students understanding of the hospitality or tourism or events industry. - To develop the critical thinking, analytical and writing skills needed to plan, conduct, analyse and evaluate industry-based research projects. - To develop the interpersonal skills necessary to conduct an industry research project. - To develop and/or reinforce industry contacts.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review relevant research data;
2. Design and conduct applied research projects;
3. Understand the relative merits of different research techniques; and
4. Understand the relevance of research to industry in their chosen field.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Zikmund, W. (2003) *Business Research Methods* (7th Ed.) Thomson / South Western, Place Cincinnati.

**Assessment:** Test, In Class Test, 10%. Project, Research Proposal - 1500 words, 20%. Project, Final Project Report - 3500 words, 50%. Presentation, Presentation of Project Findings, 20%.

### BH05623 Advanced Yield Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study introduces students to Yield Management, which is a demand based pricing system employed in the hospitality and tourism industry. The use of yield management is seen as a critical change in the setting of price in the hospitality and tourism industry and, coupled with information technology, especially the internet, is having long term strategic impacts on the industry. This unit also explores the role and function of the yield manager who is the key executive responsible for managing the pricing and supply policies in hotels and airlines within the hospitality and tourism industry. Topics to be covered include: market segmentation, pricing, crystal ball, optimisation and simulation, performance modelling and yield management practical application.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Appreciate the role and importance of yield management in hospitality and tourism;
2. Understand yield management in terms of its component parts, strategic factors and critical considerations;
3. Understand the analytical procedures, including demand analysis, forecasting, pricing, and optimisation needed to apply yield management; and
4. Analyse key aspects from the current literature on yield management practices.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Tranter, K, Hill, T and Parker, J 2008, *An Introduction to Revenue Management for the Hospitality Industry*, Upper Saddle River, NJ: Prentice Hall.

**Assessment:** Test, Multiple choice, 10%. Assignment, Report, 20%. Other, Spreadsheet for simulated environment, 20%. Examination, Final exam, 50%.

## BH05624 Sustainable Systems in Hospitality Management

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this study is to introduce students to the issue of sustainability in hospitality management. The UNEP Model of sustainability will be used as a reference point to identify and evaluate the sustainability of traditional hospitality operating systems and processes.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:  
1. Understand the concept of sustainability within the UNEP Model; environmental, social and economic sustainability; sustainability in terms of water and energy consumption, waste production and renewal, and the use, reuse and re-cycle model of hospitality operations.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Hyde, R. and Law, J. (2002) Green Globe 21: Designing Tourism Infrastructure. ST-CRC, Brisbane.

**Assessment:**Progressive assessment 60%; final assessment 40%.

## BH05717 Sustainable Destination Management

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study examines the meaning and practice of sustainable tourism within an international context and its relationship to economic, physical and human environments. It also examines the need for a variety of planning and management techniques at various stages in the development of tourism destinations at the national, regional and local levels. It emphasizes the need to develop plans and management strategies to maximize the benefits and minimize the costs of tourism development, which result in sustainable outcomes.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**A compilation of readings and articles will be provided by the unit of study co-ordinator.

**Assessment:**Report, 40%; Presentation, 20%; Final Exam, 40%.

## BH05718 Contemporary Issues in Hospitality and Tourism

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**This unit of study provides a comprehensive review of areas of managerial concern in hospitality and tourism. Indicative topics include: the relationship between sectors, such a hospitality and tourism broadly, and between hospitality and events management; resort management; indigenous tourism; special events tourism; Antarctic and remote tourism; industrial tourism; marketing research in hospitality and tourism; sustainable tourism development; gaming; and technology in hospitality and tourism. Topics will change over time, and will reflect, in part, the projects being pursued by University researchers, and the areas of managerial need identified by industry and government.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:  
1. Show a greater understanding of current issues in Hospitality and Tourism Management;  
2. Appreciate the need to anticipate issues, which are likely to affect the Hospitality and Tourism industries over the next decade;  
3. Gain access to and utilise the available range of data and information sources relating to the

Hospitality and Tourism industries;  
4. Demonstrate their ability to lead a discussion on a specific issue through the presentation of an assignment paper;  
5. Demonstrate a high level of research and evaluative skills through a detailed investigation of two contemporary issues; and  
6. Produce a written report of a high standard reflecting their ability to communicate the results of their investigation and analysis of a contemporary issue, and the way it impacts on the Hospitality and Tourism industries.

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Zikmund, William G., 2000, Business Research Methods, 6th edn, The Dryden Press, Fort Worth.

**Assessment:**Class presentations, 50%; Issues assignment, 50%.

## BH06001 Digital Marketing

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**The unit critically reviews many facets of electronic marketing with particular reference to its application for direct marketing and online advertising. Students will engage with the unit material through an established framework for an electronic marketing plan so that they will be able to utilise their theoretical knowledge and understanding on how to deploy digital technology to stay competitive in a dynamic business environment. Students will plan, evaluate and implement electronic marketing strategies in order to transform traditional marketing and business models.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:  
1. Elucidate on how the Internet is changing existing marketing models and the role of new models and strategies to effectively exploit the medium;  
2. Evaluate elements of the Internet environment that impact on an organization's ethical and socially responsible Internet marketing strategy;  
3. Analyse business cases and develop innovative electronic solutions to fulfil identifiable needs, justifying and interpreting theoretical propositions in evidence-based decision making;  
4. Creatively apply insights and to formulate strategic recommendations on new and emerging e-business and e-commerce models technologies, products and services; and  
5. Critically analyse e-marketing case-studies and advocate conclusions and proposals effectively in written and oral form.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Chaffey, D, Ellis-Chadwick, F, 2012 5th edition, Digital Marketing: Strategy, Implementation and Practice, Harlow/Pearson

**Assessment:**Case Study, Written analysis of business case A, 15%. Case Study, Written analysis of business case B, 15%. Report, Internet Strategy Report, 35%. Examination, Final Examination, 35%.

## BH06505 Marketing Management

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit aims to critically review the major decisions faced by marketing decision makers in their efforts to harmonize the organization's objectives, capabilities, and resources with marketplace needs and opportunities. This unit allows students to evaluate contemporary practices of marketing: the creation of value for customers and firms and the strategies and methods marketers use to successfully operate in today's dynamic environment. The unit reflects on the major trends in the managerial practice of marketing and the teaching pedagogy is crafted around

applied learning content, case study analysis, collaborative decision making and reflective reasoning.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse and exemplify how the key elements of the marketing mix influence management practices within their profession;
2. Contextualise and evaluate marketing management principles across industries and within profit, governmental and 'not-for-profit' organisations;
3. Critically analyse marketing theory and literature to current disciplinary practice in order to reflect how organizations can better deliver value to their customers and stakeholders;
4. Apply knowledge of marketing perspectives, decision tools, strategic practices and frameworks to formulate strategic marketing decisions and plans; and
5. Extrapolate from theoretical concepts and principles to propose and justify courses of action which facilitate decision making in a variety of marketing management contexts, both locally and globally.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Iacobucci, Dawn (2015) *Marketing Management* Cengage Learning ISBN-10: 1285429958 | ISBN-13: 9781285429953

**Assessment:** Case Study, Written analysis of case questions, 15%. Presentation, Topic presentations (group work), 15%. Report, Preparing a marketing plan (group work), 35%. Examination, Final examination, 35%.

## BHO6666 Global Marketing Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit critically reviews strategies, processes and skills necessary for effective marketing management career and leadership in Australian organisations operating internationally, including subsidiaries of transnationals based in Australia and within the Pacific Region. In particular the unit will allow students to consider the cultural implications associated with extending promotion and product strategy internationally.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Design and implement cultural adaptation in marketing programmes and corroborate a cultural and cross-cultural understanding;
2. Critically review different predispositions consumers have towards foreign products, domestic products and products produced in particular countries;
3. Interpret and evaluate appropriate strategies for marketing products in international markets including the most appropriate communication strategy; and
4. Predict the key factors involved when marketing products and services in a global market based on an understanding of recent development in the discipline.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** de Mooij, M. (2013) *4th ed Global Marketing and Advertising: Understanding Cultural Paradoxes* SAGE Publications, Inc., Thousand Oaks, California. Keegan W. J. & Green M. C., (2012) *7th ed Global Marketing*, New Jersey, USA: Prentice Hall International. Journal articles and additional book chapters available from the online resources of the unit.

**Assessment:** Test, In-class test (at risk) (week 3 of semester), 10%. Presentation, Individual presentation, 20%. Report, Team report, 30%. Examination, Final examination, 40%.

## BHO6720 The Reflective Hospitality and Tourism Professional

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study examines issues such as the changing nature of work within the hospitality and tourism industries and the implications of these changes for managers. It provides students with information about models and techniques of inter-personal competence and assists them to use this knowledge to gain an understanding of the prerequisites of interpersonal competence. Topics include - developing and adapting your leadership style to the hospitality and tourism industries, effective interpersonal communication skills, goal setting, teams and creative problem solving, valuing diversity globally, assertiveness and the resolution of conflict.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:** Lussier, R., 2002, *Human relations in organizations: Applications and skill-building* (5th edn), McGraw-Hill, Boston. *Book of Readings (Relating concepts to the Hospitality Industry)*

**Assessment:** Class Test, 30%; Reflective Journals, 30%; Group Project, 15%; Individual Assignment, 25%.

## BHO7700 Thesis (Full Time)

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The thesis will report on independently conducted research, which demonstrates the student's ability to clearly define a problem, and to undertake a detailed literature search and review of the relevant theoretical and practical literature on the topic area. All students who enter the program will initially discuss possible research topics with a member of staff and the Course Director. The minor thesis is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 36

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 36 credit points.

**Required Reading:** To be advised by lecturer

**Assessment:** Thesis, 100%.

## BHO7701 Thesis (Part Time)

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The thesis will report on independently conducted research, which demonstrates the student's ability to clearly define a problem, and to undertake a detailed literature search and review of the relevant theoretical and practical literature on the topic area. All students who enter the program will initially discuss possible research topics with a member of staff and the Course Director. The minor thesis is to be completed by the end of six months for full-time students and twelve months for part-time students.

**Credit Points:** 18

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 18 credit points per semester.

**Required Reading:** To be advised by lecturer.

**Assessment:** Thesis, 100%.



## BH07742 Business Research Methods

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study provides a comprehensive introduction to research methodology, including the consideration of possible research topics for academic theses and applied management projects. It includes the following topics: the role of research; theory building; the research process; ethical issues; problem definition and the research proposal; exploratory research; secondary data and information systems; survey research; experimental research; measurement and scaling; attitude measurement; questionnaire design; sampling; fieldwork; editing and coding; descriptive statistics; univariate statistics; multivariate analysis; and research reporting.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study equal to 12 credit points.

**Required Reading:**Zikmund, William G., 1997, Business Research Methods, 5th edn, The Dryden Press, Fort Worth, Philadelphia.

**Assessment:**Class presentations, 50%; Research proposal, 50%.

## BH08000 Dissertation (Thesis) (Dba) (Full-Time)

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Students should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 48

**Class Contact:**Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 48 credit points per semester.

**Assessment:**Dissertation thesis, 100%.

## BH08002 Phd (Research) (Full Time)

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**The candidate is expected to develop under supervision a thesis of original and significant content which displays a high level of research expertise. A field of study within the area of business and specific to a discipline within the Faculty must be chosen by the candidate in consultation with a supervisor. The final thesis must be an extensive exposition of original research, which is well written and exposes a deep understanding and knowledge by the candidate of the field of study.

**Credit Points:** 48

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 48 credit points per semester.

**Assessment:**Research thesis, 100%.

## BH08003 Phd (Research) (Part Time)

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**The candidate is expected to develop under supervision a thesis of original and significant content which displays a high level of research expertise. A field of study within the area of business and specific to a discipline within the Faculty must be chosen by the candidate in consultation with a supervisor. The final thesis must be an extensive exposition of original research which is well written and exposes a deep understanding and knowledge by the candidate of the field of study.

**Credit Points:** 24

**Class Contact:**Equivalent to thirty six hours per semester to be delivered as a combination of lecture, seminar, tutorial and/or workshop or a delivery mode as approved by the Faculty of Business and Law. Unit of study is 24 credit points per semester.

**Assessment:**Research thesis, 100%.

## BH09800 Research Thesis (Full Time)

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**The candidate is expected to complete a significant research thesis in a field of study relevant to the Faculty of Business and Law. The thesis is expected to be completed under supervision and display a high level of critical evaluation, research methodology and in School understanding by the candidate of the field of study.

**Credit Points:** 48

**Class Contact:**Normally two years equivalent full time. Unit of study is 48 credit points per semester.

**Assessment:**Research thesis, 100%.

## BH09801 Research Thesis (Part Time)

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**The candidate is expected to complete a significant research thesis in a field of study relevant to the Faculty of Business and Law. The thesis is expected to be completed under supervision and display a high level of critical evaluation, research methodology and in School understanding by the candidate of the field of study.

**Credit Points:** 24

**Class Contact:**Normally four years equivalent part time. Unit of study is 24 Credit points per semester.

**Assessment:**Research thesis, 100%.

## BIS7001 Enterprise Systems Strategy

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**BCO6603 - Enterprise Resource Planning Systems

**Description:**This unit of study critiques the role of information systems in underpinning an organisation's corporate strategy. The strategic application of various information systems are examined, including Enterprise systems and Business Intelligence. The potential impact of new technologies (mobile, social media and cloud computing) and Business Intelligence on corporate strategy are examined and evaluated. Student will develop a research project calling upon theory and practice of the core units.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Investigate the corporate strategic planning and implementation process and

associated issues; 2. Critically reflect the impact of IT and Enterprise Wide systems on businesses and their strategic outcomes; 3. Investigate the future directions of Enterprise Wide systems and validate hypotheses with reference to theoretical frameworks, industry requirements, corporate trends and anticipated changing environments; 4. Evaluate the strategic implications of emerging and future technology trends on corporate strategies; and 5. Reflectively critique their personal contribution, responsiveness and accountability to achieving timely group outcomes.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**The required readings will be a compilation of journal articles and industry reports. A current reading list will be provided at the commencement of the unit. Students are expected to be aware of current trends in the academic literature.

**Assessment:**Literature Review, Class Facilitation and Summaries of Readings, 25%. Assignment, Lecture Based Assignment, 35%. Assignment, Research Assignment, 40%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### BMO1102 Management and Organisation Behaviour

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit is to provide students with an understanding of organisational behaviour and management theory; to assess critically the underlying values of these theories; to assess critically the utility and application of the management practices informed by these theories in the Australian context; and to analyse critically the values of Australian managers concerning behaviour in organisations and to evaluate the effectiveness of these assumptions. This unit includes the following topics: overview of the development of organisation/management theory; analysis of scientific management, human relations theory; individual behaviour/perception, personality, learning, motivation; group behaviour: group dynamics, conflict resolution, leadership, concentrating on Australian case studies and incorporating a consideration of issues of gender, ethnicity and age; applications of management/organisation theory in Australia; communication processes, and quality of working life.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Critically analyse management practices in the Australasian context; 2. Understand organisation behaviour and management theory and critically analyse the underlying values of these theories; 3. Evaluate the impact of management theories on practical management decision making in the Australasian context; 4. Develop skills and knowledge with regard to individual and group behaviour in the context of organisations and their environment and applying these to achieve organisational goals; 5. Demonstrate an understanding of the ethical issues in contemporary business and how they relate to the individual in a work and societal context; and 6. Communicate a knowledge and understanding of management and organisation behaviour theory and practice in written and oral form.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Williams, C & McWilliams, A 2014, 2nd Asia Pacific Edition MGMT Cengage Learning, Melbourne.

**Assessment:**Test, Weekly Online Tests (12 multiple-choice tests on VU Collaborate), 10%. Essay, a) Essay Plan and Journal Article Summaries b) Final Essay, 20%. Report, Essay and Journal Article Summaries, 20%. Examination, 3 hour Final Examination, 50%.

### BMO1110 Managing Knowledge

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**This unit of study aims to provide students with an understanding of the significance of knowledge within organisations. The topics included are: information and knowledge, sources and forms of knowledge, organisational memory and learning, developing knowledge systems, documenting knowledge, documents in electronic environments, knowledge management tools, aligning knowledge management and business strategy, culture and change, selling and measuring knowledge management, and using knowledge for competitive advantage.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Demonstrate understanding of the significance of the knowledge within organisations; 2. Contrast and compare the tools and strategies that can be used to manage knowledge; and 3. Critically analyse knowledge management practices.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**A comprehensive list of readings will be provided at the commencement of the semester.

**Assessment:**Essay, Written assessment 1500 words, 15%. Report, Written report 2000 words, 25%. Presentation, Group Presentation, 15%. Examination, Final Exam, 45%.

### BMO1192 Business Communication

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**The aims of this unit of study are to develop an understanding of the principles of effective business communication and to develop and integrate oral and written communication skills so as to enhance organisational communication ability. This unit of study includes the following topics: How is business communication relevant?; communication systems within organisations; the structure and organisation of business documents; the problem solving approach to effective communication; logic and reasoning in organisational communication; improving communication competence; the process of writing; oral presentations, improving listening skills, design, proofreading and editing; academic writing and referencing; non-verbal communication; teams, meetings and collaborative writing; intercultural communication.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Apply the principles of oral and written business communication in formulating responses to complex problems in business situations; 2. Deliver well-structured business-style presentations; 3. Use interpersonal skills relevant to communication across cultures by respecting and valuing diversity; and 4. Reflect upon and construct creative strategies for improving communication skills relevant when working in local and global settings.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Whilst there is no prescribed textbook, students future work may benefit from the purchase and use of "Style Manual For Authors, Editors and Printers, 6th Edition, John Wiley & Sons, Australia Ltd" (commonly referred to as the "The Commonwealth Style Manual"), as a possible future professional reference.

Available in paperback, ISBN 0 701 6 3648 3. Information, and a link to the publisher can be found at <http://www.finance.gov.au/publications/style-manual/>.

**Assessment:**Journal, Online reflective journal entries, 15%. Test, Test: Writing,

Editing, Formatting (class and online test), 30%. Presentation, In-Class presentation, 15%. Examination, Final Exam, 40%.

## **BMO2000 Human Resource Management**

**Locations:**Footscray Park.

**Prerequisites:**BMO1102 - Management and Organisation Behaviour

**Description:**This unit is designed for the Bachelor of Business with a specialisation in Human Resource Management. Human resource management introduces the principal activities that make up the human resource function in organisations. The students will investigate the link between human resource management practices and organisational performance. Topics covered include: HRM in Australia; ethical and legal foundations of HRM; workforce planning, job analysis and design; staffing the workplace; performance development and review, and performance management systems; rewards management and employee health and safety.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Evaluate the concepts, theories and models put forward as supporting HRMs effectiveness in meeting corporate needs and employee demands;
2. Discriminate between HR models and practices and justify and recommend approaches to support achievement of organisational objectives;
3. Contextualise personal knowledge, skills and competencies to investigate, describe and recommend effective HR practices to provide solutions to contemporary workplace issues;
4. Articulate ethical, socially and culturally responsible solutions to people management problems illustrating the role of culture, values and dispositions in achieving these solutions, and communicate recommendations effectively, orally, visually and in writing; and
5. Exhibit individual responsibility and accountability for own learning and professionally-appropriate practice and for timely contributions to group outcomes.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Nankervis, A, Compton, R, Baird, M & Coffey, J 2014, 8th edn, Human Resource Management: Strategy and Practice, Cengage Learning, South Melbourne.

**Assessment:**Literature Review, Critique literature articles, 20%. Presentation, Oral presentation, 10%. Report, Research report, 30%. Examination, Final Exam, 40%.

## **BMO2001 International Human Resource Management**

**Locations:**Footscray Park.

**Prerequisites:**BMO3220 - Human Resource Management

**Description:**International Human Resource Management (IHRM) is a new and rapidly changing area of specialist and generalist practice. It is also a lively and growing academic subject having links with many different disciplines including economics, international business, strategy, communications, political science and public policy. The origins of IHRM can be traced back to the growth of international business operations and the development of multinational enterprises (MNEs) with their formal and informal approaches to staffing, personnel administration and personnel management. The unit covers topics: an introduction to the major differences between domestic and international HRM; cultural, social and ethical issues for international HRM; the possible linkages between International HRM and business strategy; International HRM planning, policies and procedures; international relations and evaluation of host country environments; international recruitment and selection; international strategic compensation and reward systems; international training and development of employee capabilities; maintaining the employment relationship within international operations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critique the purposes and scope of international human resource management (IHRM);
2. Discriminate between domestic and international HRM as applied to local, multinational and global organisations;
3. Assess the impact of cultural differences on the management of people in multinational organisations and to examine the impact of global conditions on the strategic management of human resources in the context of overseas subsidiaries, acquisitions and joint ventures;
4. Propose possible linkages between International HRM and business strategy, and critically analyse International HRM functions and process in various international settings;
5. Critically review the theories which guide the policies, processes and procedures of International HRM to illustrate the role of culture, values and dispositions in affecting the achievement of institutional goals; and
6. Demonstrate effective interpersonal and professional collaborative skills and intercultural understandings to respectfully manage team diversity and effectively deliver intended group outcomes.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Dowling, PJ, Festing, M & Engle, AD 2012, 6th edn, International Human Resource Management: Managing People in a Multinational Context, Cengage Learning, South-Melbourne VIC.

**Assessment:**Assignment, Individual Report., 15%. Presentation, Group Presentation and Report (workplace assessment)., 25%. Exercise, Tutorial activities., 10%. Examination, Final Exam., 50%.

## **BMO2002 Strategic Management**

**Locations:**Footscray Park, VU Sydney.

**Prerequisites:**BMO1102 - Management and Organisation Behaviour

**Description:**Students study normative theories and models of organisation strategy, policy and decision making to critically assess their value to the organisation and its stakeholders. Through this study, students will develop knowledge, personal skills and competencies in the application of the strategic management principles to contemporary organisations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critique the current and planned capabilities of a business organisation to provide sustainable practices in a dynamic business setting;
2. Assess the impact of internal and external environmental factors on a business organisations' ability to achieve strategic goals/priorities;
3. Devise and apply selective strategic decision making processes to identify strategic options and develop a strategic plan for a business organisation within a particular cultural or global context, and justify the conclusions and/or recommendations drawn;
4. Reflect upon enhanced personal and professional knowledge, skills and competencies, which contribute to the effective management of organisational resources and critique the role of culture, values and dispositions in achieving specified goals; and
5. Present at relevant strategic management knowledge and principles in a clear and coherent manner demonstrating intellectual independence and the initiation and development of new ideas.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Parthasarthy, R 2007, Fundamentals of Strategic Management, Houghton Mifflin, New York. Cutcher, L & Waites, N 2006, Cases in Strategy and Management, McGraw-Hill, North Ryde.

**Assessment:**Test, Class test, 10%. Report, Case Study Report, 25%. Presentation, Case Study Presentation, 15%. Examination, Final Examination, 50%.

Demonstrating the use of SAP HCM, in relation to the effective management of human resource information is a hurdle requirement and is assessed through a

practical test. To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam and the practical test.

### **BMO2003 Human Resource Development**

**Locations:**Footscray Park.

**Prerequisites:**BMO3220 - Human Resource Management

**Description:**This unit is designed for the Bachelor of Business with a specialisation in Human Resource Management. The unit addresses issues, concepts and methods involved in managing the human resource development activity within organisations. Knowledge of human resource strategies that add value to an organisation through appropriate development practices and talent management is required to effectively manage the human resource development function. Accordingly students will investigate the theory and practice of human resource development by critically assessing the effectiveness of employee learning experiences and the techniques used to facilitate that experience. Students will critique the needs assessment, design and evaluation methods applied in the practice of human resource development to evaluate their effectiveness and recommend their application.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critique a range of organisational needs analysis approaches and recommend a suitable method to identify human resource development needs for specific contexts;
2. Investigate a range of human resource development design approaches available, then rationalise and recommend their use to address specific learning needs;
3. Contextualise theories of adult learning to the workplace, to diagnose, design and implement a human resource development intervention;
4. Evaluate human resource development applications for effectiveness and efficiency; and
5. Exhibit individual responsibility and accountability for contribution to group outcomes.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Werner, J. M. and DeSimone, R. L. 2013, 6th edn Human Resource Development, South-Western, Cengage Learning.

**Assessment:**Essay, Essay based on work-place situation, 20%. Report, Group report and presentation, 30%. Examination, Final Exam, 50%.

### **BMO2004 Business Ethics**

**Locations:**Footscray Park.

**Prerequisites:**BMO1102 - Management and Organisation Behaviour

**Description:**Improving ethical standards and learning how to make appropriate ethical judgements in different contexts is a critical aspect of business practice in today's increasingly complex and globalised social and economic environment. Students will be involved in a number of activities that address ethical issues associated with business practice. They will evaluate questions of business responsibility in relation to globalisation, corporate social responsibility, stakeholders, and the ethics of environmental sustainability that characterise business situations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Review business ethics in organisations, including basic knowledge of ethical theories as relevant to local and multinational organisations;
2. Analyse and adapt ethical theories and frameworks to address contemporary ethical problems arising in business situations;
3. Articulate the consequences of unethical conduct and discuss its impact on local and global communities;
4. Reflect critically on current issues to business ethics and begin to justify and apply relevant frameworks of analysis to ethical decision making balancing individual and public good;
5. Propose creative resolutions, both collaboratively and individually using business ethics theories and concepts to current issues with responsibility and professional

judgement; and 6. Present, both orally and in writing, ethical, environmentally, socially and culturally responsible solutions by communicating effectively both orally and in writing to contemporary 21st century problems.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**A series of readings, and links to: web sites and leading scholarly journals, reference materials, audio visual materials, policy documents and reports relating to both the Australian and the global context will be provided via VU Collaborate.

**Assessment:**Case Study, Group case /theory presentation, 20%. Report, Group research report., 20%. Journal, Individual reflective journal, 15%. Essay, Individual literature review and presentation, 45%.

### **BMO2005 Innovation and Entrepreneurship**

**Locations:**Footscray Park.

**Prerequisites:**BMO1102 - Management and Organisation Behaviour

**Description:**It is imperative that managers have an understanding of the concepts of innovation and entrepreneurship and the skills and competencies to apply its knowledge effectively. The aims of this unit are: to provide an in-School study of the concepts of innovation, entrepreneurship and entrepreneurship and an appreciation of the environment in which they are practiced and to study and appraise the theory and practice of resource acquisition and utilisation. This unit includes the following topics: opportunity recognition; the innovation, entrepreneurial and entrepreneurial process; new venture ideas; market opportunities; competitive advantage; human resource issues; personal ethics; identifying and marshalling key stakeholders; financial considerations: acquisition of resources, and ownership and structure; innovators in action: managing rapid growth, managing a troubled organisation, and crafting a personal strategy.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Evaluate the issues that influence how innovation and entrepreneurship is managed in 21st century organisations;
2. Develop effective decision-making skills in preparing a professionally-appropriate plan for stimulating and facilitating innovative activity;
3. Reflect upon enhanced personal knowledge, skills and competencies as they relate to the management of innovation and entrepreneurship; and
4. Collaborate effectively, exhibiting personal initiative and judgement with growing responsibility and accountability for own learning and professional practice, while demonstrating commitment to achieving negotiated group outcomes.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Frederick, H & Kuratko, D 2010 Entrepreneurship: theory, Process and Practice , Cengage, Australia

**Assessment:**Case Study, Case Study 1: Entrepreneurship, 20%. Case Study, Case Study 2: Innovation, 30%. Examination, Final exam, 50%.

### **BMO2100 Introduction to Small Enterprise**

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**This unit of study aims to inform and challenge students to develop the knowledge and skills required to form a better understanding of the small enterprise sector. Topics include an overview of small business in Australia; the relationship between small business and economic development; the characteristics of an entrepreneur; causes of small business success and failure, and sources of assistance for small enterprise operators.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Outline the characteristics of small business in Australia; 2. Describe the issues facing small business in the current market circumstances; 3. Discuss issues relating to small business success and failure; 4. Describe the benefits that small business brings to an economy; and 5. Identify and describe the support services available to small business.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Stokes, D & Wilson, N 2011, 6th edn, Small Business Management and Entrepreneurship, Cengage Learning, Australia

**Assessment:**Case Study, Internal Assessment, 50%. Examination, Final Exam, 50%.

## **BMO2110 Knowledge Management Practices for Innovative Organisation**

**Locations:**Footscray Park.

**Prerequisites:**BMO3422 - Strategic Management

**Description:**This is a second year management unit in the Bachelor of Business specialising in Management and Innovation. Students investigate the significance of managing knowledge within organisations for successful collaborative innovations. The subject includes the following topics: sources and forms of knowledge; organisational memory and learning; developing knowledge systems; documents in electronic environments; and knowledge management tools. Students will investigate the alignment of knowledge management and business strategy for innovation, and discuss managing an innovative culture and change. The selling and measuring knowledge management, and using knowledge for competitive advantage will be debated and critiqued.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse knowledge issues in both domestic and international context by synthesising and applying knowledge management theory; 2. Critically evaluate priorities and articulate key issues in complex knowledge management problems; 3. Collaborate as a member of a team, including multidisciplinary teams, and draw on, recognise and value the knowledge and contributions of others and balance team and individual goals; and 4. Exhibit autonomous, self-directed learning skills and habits.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Reading lists for lectures and tutorials are available on lib-guide.Dalkir, Kimiz, 2011 2nd Edition Knowledge Management in Theory and Practice Cambridge, Massachusetts, MIT Press

**Assessment:**Essay, Essay on Literature, 20%. Case Study, Case Study Report (Group), 30%. Presentation, Report Presentation (Group), 10%. Examination, Final exam, 40%.

## **BMO2181 Operations Management**

**Locations:**City Flinders.

**Prerequisites:**BE01106 - Business Statistics

**Description:**Operations Management is one the specialised units of Bachelor of Business (Supply Chain and Logistics Management) course. This unit is a gateway to other specialised units of the course. The unit aims to empower business graduates to develop the ability to understand and analyse specific operational problems and to propose solutions. This requires a thorough understanding of both the operations management principles and techniques so as to be able to apply this knowledge in practice. This unit includes the following topics: operations function in manufacturing and service industries; the planning and control of the operations process; application of operations management tools and techniques.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Conceptualise operations management principles and techniques so as to be able to apply this knowledge in practice; 2. Critically analyse operations functions and its management in manufacturing and service industries and their global supply channels; 3. Work collaboratively to solve variety of operational problems and to propose and justify solutions with reference to the application of appropriate methods and techniques; 4. Implement operations management knowledge for a lean and sustainable business; and 5. Work collaboratively with other team members to prepare a group project report and deliver a professional presentation based around selected case study.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Heizer, J and Render, B 2013, 11th Ed, Operations Management, Prentice-Hall, USA.

**Assessment:**Assignment, Individual X3, 15%. Presentation, Group presentation, 10%. Case Study, Group Case Study Report on Industry Visit, 25%. Examination, Final Examination, 50%.

## **BMO2182 Entrepreneurial Business Management**

**Locations:**Footscray Park.

**Prerequisites:**BMO2100 - Introduction to Small Enterprise

**Description:**This unit of study considers the application of management studies to the small enterprise sector. Topics include comparative business structures; characteristics of small business owner managers; employee relations and training issues in small firms; business planning; and technology and small enterprise management.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Outline management theory in relation to an entrepreneurial enterprise; 2. Describe the nature and organisation of an entrepreneurial enterprise; and 3. Demonstrate the skills required by managers when operation an entrepreneurial enterprise.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Schaper, M, Volery, T 2007, Entrepreneurship and Small Business, John Wiley, Milton, QLD.

**Assessment:**Assignment, Group Research & Industry Visit, 20%. Assignment, Group Report, 30%. Examination, 2 hour exam, 50%.

## **BMO2183 Entrepreneurial Business Issues**

**Locations:**Footscray Park.

**Prerequisites:**BMO3322 - Innovation and Entrepreneurship

**Description:**This unit aims to develop a deeper understanding of a range of issues important to the success of entrepreneurial business. Topics include opportunity recognition; business planning; innovative marketing; entrepreneurial management issue and franchising.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Analyse and recognise an entrepreneurial opportunity; 2. Formulate a business plan; and 3. Critique entrepreneurial management issues and franchising.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Choo, S 2006, Entrepreneurial Management, Tilde University Press, Prahan

**Assessment:**Case Study, Marketing Plan, 20%. Case Study, Business Plan, 30%. Examination, 2 hour final exam, 50%.

## **BMO2201 Distribution Management**

**Locations:**City Flinders.

**Prerequisites:** Nil.

**Description:** Management of the distribution of goods is important in all manufacturing organisations and many service organisations. Distribution is a critical component of supply chain strategy which leads to customer satisfaction and competitive advantage. Hence a course that involves study of logistics and supply chain management must facilitate a sound knowledge of the various aspects of product distribution and the operation of warehouses. This unit will enable students to understand the operations of distribution centres and relevant distribution logistics within product supply chains from theoretical and practical viewpoints. Students will study the ways in which distribution centres link with various modes of transport and provide service to different customer needs. Students will analyse and critique the key concepts of distribution logistics including customer accommodation, inventory control, distribution network strategies, packaging, warehouse management systems, and distribution performance measures. Students will engage in a range of learning activities that include peer discussion and review, team work and analysis of real business situation in a company or organisations. Student learning will be guided and assessed by means of a literature review, a group presentation, a group report and an end-of-semester examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Appraise the major role of distribution in managing supply chains;
2. Apply specialised knowledge of distribution management to review channels of distribution, their main participants and their relative importance;
3. Conceptualise how the distribution function provides the key link between manufacturers and suppliers on the inbound side and retail and customers on the outbound side;
4. Review the functions of a distribution centre and the design features which cater for specific types of products;
5. Argue the importance of the customer service function to the logistics efforts of the firm; and
6. Work collaboratively with other team members to prepare a group project report and delivering a professional presentation based on a selected case study.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Bowersox, DJ, Closs, DJ, Cooper, MB and Bowersox, JC, 2013 or latest edition 4th ed Supply Chain Logistics Management McGraw Hill, NY

**Assessment:** Literature Review, Individual literature review, 20%. Case Study, Group presentation, 10%. Report, Group report on industry (major assignment), 30%. Examination, Final Examination, 40%.

## BMO2202 Purchasing and Supply Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This is a specialist supply chain and logistics management unit within the Bachelor of Business (Supply Chain and Logistics Management). Students will reflect on processes behind sourcing suppliers - selection, certification and assessment. Further, students will work collaboratively to report on effective supplier relationships and their importance to successful purchasing. The unit facilitates appraisal of the importance of contracts and activities carried out during different stages of negotiation. Student learning will involve team reflection on industrial field trip with reference to a broad range of theories and frameworks associated with purchasing and supply management. Student learning in the unit will be guided and assessed by means of a literature review, a group case study analysis, a group presentation and a final examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically reflect on a range of functions that make up modern procurement

2. Consolidate and synthesise knowledge of purchasing and supply management through a well-structured and balanced individual report on a purchasing-related topic based upon the reading of established academic literature;

3. Work collaboratively in a team to reflect upon experiences gained during an industry site visit with reference to theories and frameworks encountered in the unit in order to produce a professional case study report;
4. Consult with team members to develop a professional class presentation on selected topics covered in their case study report; and
5. Conceptualise and synthesise information from various sources to present a clear, coherent and independent exposition of knowledge in the field of purchasing and supply management.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Lysons, K & Farrington B 2006, Purchasing & Supply Chain Management, Prentice Hall, England.

**Assessment:** Literature Review, Individual Assignment, 20%. Case Study, Group Report, 30%. Presentation, Group Presentation, 10%. Examination, Final Examination, 40%.

## BMO2203 E-Supply Chain Management

**Locations:** City Flinders.

**Prerequisites:** BCO1102 - Information Systems for Business

**Description:** This unit aims to provide students with an understanding of the practice and technological issues behind how modern global supply networks share information. Topics covered include; Bar coding, RFID (Radio Frequency Identification), ERP, eBusiness and Operation Performance Measurement. Student learning will involve team reflection on industrial field trip with reference to a broad range of theories and frameworks associated with e-supply chain management. Student learning in the unit will be guided and assessed by means of a literature review, a group case study analysis, a group presentation and a final examination.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically reflect on a range of functions of value chains and the influence that bar coding, RFID and ERP systems etc. have on them;
2. Produce a well-structured and balanced individual report that presents a critique of value global network-related topic based upon the reading of established academic literature;
3. Work collaboratively in a team to reflect upon experiences gained during an industry site visit with reference to theories and frameworks encountered in the unit in order to produce a professional case study report;
4. Consult with team members to develop a professional class presentation on selected topics covered in their case study report; and
5. Conceptually map and synthesise information from various sources to present a clear, coherent and independent exposition of knowledge in the field of value chain and technology applications.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** All materials necessary to complete the unit will be provided in class and via VU Collaborate. RECOMMENDED TEXTS: Ross, DF 2003; Introduction to e-Supply Chain Management: Engaging Technology to Build Market-Winning Business; Partnerships, St Lucie Press.

**Assessment:** Literature Review, Individual, 20%. Case Study, Group Case Study, 30%. Presentation, Group Presentation, 10%. Examination, Final Exam, 40%.

## BMO2402 Music Industry Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** The unit of study provides students with an introduction to the basic

concepts and processes needed to be an effective business oriented manager in the music industry and to develop appropriate analytical and evaluative skills. At the completion of the unit of study students should be able to demonstrate the competencies and skills required in various sectors of the music industry.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Demonstrate an understanding of the concepts and processes needed to be an effective business oriented manager;
2. Indicate analytical and evaluative skills appropriate to management activity and to the music industry;
3. Identify a variety of legal agreements that music industry managers, in particular, may face; and
4. Demonstrate an understanding of local and international music markets in a management context.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Marcone, S., 2010, 5th Edition, *Managing Your Band. Artist Management: The Ultimate Responsibility*. HiMarks Publishing Co., New Jersey, USA

**Assessment:** Case Study, Legal Battles, 10%. Project, Management Project, 40%. Examination, Final Exam, 50%.

### BMO3000 Knowledge Management Practices for Innovative Organisation

**Locations:** Footscray Park.

**Prerequisites:** BMO3422 - Strategic Management

**Description:** This is a third year management unit in the Bachelor of Business specialising in Management and Innovation. Students investigate the significance of managing knowledge within organisations for successful collaborative innovations. The subject includes the following topics: sources and forms of knowledge; organisational memory and learning; developing knowledge systems; documents in electronic environments; and knowledge management tools. Students will investigate the alignment of knowledge management and business strategy for innovation, and discuss managing an innovative culture and change. The selling and measuring knowledge management, and using knowledge for competitive advantage will be debated and critiqued.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse knowledge issues in both domestic and international context by synthesising and applying knowledge management theory;
2. Critically evaluate priorities and articulate key issues in complex knowledge management problems;
3. Collaborate as a member of a team, including multidisciplinary teams, and draw on, recognise and value the knowledge and contributions of others and balance team and individual goals; and
4. Exhibit autonomous, self-directed learning skills and habits.

**Class Contact:** Lecture 1.5 hrs Tutorial 1.5 hrs

**Required Reading:** Dalkir, Kimiz, 2011 2nd Edition *Knowledge Management in Theory and Practice* Cambridge, Massachusetts, MIT Press Reading lists for lectures and tutorials are available via the unit VU Collaborate site.

**Assessment:** Essay, Essay on Literature, 20%. Case Study, Case Study Report (Group), 30%. Presentation, Report Presentation (Group), 10%. Examination, Final exam, 40%.

### BMO3001 Entrepreneurial Business Issues

**Locations:** Footscray Park.

**Prerequisites:** BMO3322 - Innovation and Entrepreneurship

**Description:** This unit aims to develop a deeper understanding of a range of issues important to the success of entrepreneurial business. Topics include opportunity recognition; business planning; innovative marketing; entrepreneurial management

issue and franchising.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse and recognise an entrepreneurial opportunity;
2. Formulate a business plan; and
3. Critique entrepreneurial management issues and franchising.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Choo, S 2006, *Entrepreneurial Management*, Tilde University Press, Prahan

**Assessment:** Case Study, Marketing Plan, 20%. Case Study, Business Plan, 30%. Examination, 2 hour final exam, 50%.

### BMO3100 The Enterprise Project

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit of study aims to build on the business skills developed during the course to date and apply them in a small enterprise context. Topics include developing enterprise skills of problem solving, communication and networking; development of research skills; undertaking project management and report writing.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Generate and use creative ideas and processes;
2. Identify and assess opportunities;
3. Seek information and advice;
4. Negotiate and influence;
5. Deal with power and authority;
6. Develop a PowerPoint presentation;
7. Present a report outlining a piece of business research; and
8. Demonstrate their ability to work as a member of a team.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Allen, K.R. (2006) 4th Edition *Launching New Ventures: An Entrepreneurial Approach* Houghton Mifflin, New York Campbell, G. (2001) *The Little Black Book* Victoria University of Technology Peacock, R. (2004) *Understanding Small Business: Practice, Theory and Research* Scarman Publishing, Adelaide Schaper, M. and Voley, T. (2004) *Entrepreneurship and Small Business: A Pacific Rim Perspective* Wiley Timmons, J.A. and Spinelli, S. (2004) *New Venture Creation: Entrepreneurship for the 21st Century* McGraw Hill, Boston

**Assessment:** Other, Internal Assessment, 100%.

### BMO3123 Integrated Supply Chain Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** Supply chains underpin the flow of goods and services from point of origin to point of consumption. This further develops specialist academic knowledge and skills to strategically manage the logistics functions in a supply chain in the context of the globalisation of business. Students will critically reflect on a range of domestic and international logistics challenges and explore global logistics functions associated with coordinating market demands and supply management. Key topics include demand management of inventory, inbound and outbound logistics functions, supply chain relationships, chain performance measurement and sustainability. Students will engage in a wide range of learning activities including problem-solving sessions, case study analysis, peer discussion and review, and self-reflection. Assessment will involve a major industry report, a group presentation and an end of semester exam.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically reflect on the role of supply chains and review its benefits that can accrue to a firm's competitiveness in a global market from applying effective strategies;

2. Rationalise cost and chain performance, and critically evaluate customer service delivery through development of strategies for important, complex and unpredictable future challenges through an in-depth study of a selected firm and produce a professional report by working in a small team; 3. Work collaboratively in a small group to develop a professional case presentation and justify recommendations that address domestic and international supply chain challenges; and 4. Conceptualise and synthesise information from various sources to present a clear, coherent and independent exposition of knowledge in the field of supply chain and logistics management.

**Class Contact:**Lecture 2.0 hrs

**Required Reading:**Bowersox, DJ, Closs, DJ & Cooper, MB (2010) (3rd ed.). Supply chain logistics management Boston, USA: McGraw-Hill

**Assessment:**Report, Group Industry Report, 35%. Case Study, Group Presentation, 15%. Examination, Final Examination, 50%.

## **BMO3220 Human Resource Management**

**Locations:**Footscray Park.

**Prerequisites:**BMO1102 - Management and Organisation Behaviour

**Description:**This unit is designed for the Bachelor of Business with a specialisation in Human Resource Management. Human resource management introduces the principal activities that make up the human resource function in organisations. The students will investigate the link between human resource management practices and organisational performance. Topics covered include: HRM in Australia; ethical and legal foundations of HRM; workforce planning, job analysis and design; staffing the workplace; performance development and review, and performance management systems; rewards management and employee health and safety.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Evaluate the concepts, theories and models put forward as supporting HRMs effectiveness in meeting corporate needs and employee demands;
2. Discriminate between HR models and practices and justify and recommend approaches to support achievement of organisational objectives;
3. Contextualise personal knowledge, skills and competencies to investigate, describe and recommend effective HR practices to provide solutions to contemporary workplace issues;
4. Articulate ethical, socially and culturally responsible solutions to people management problems illustrating the role of culture, values and dispositions in achieving these solutions, and communicate recommendations effectively, orally, visually and in writing; and
5. Exhibit individual responsibility and accountability for own learning and professionally-appropriate practice and for timely contributions to group outcomes.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Nankervis, A, Compton, R, Baird, M & Coffey, J 2014, 8th edn, Human Resource Management: Strategy and Practice, Cengage Learning, South Melbourne.

**Assessment:**Literature Review, Critique literature articles, 20%. Presentation, Oral presentation, 10%. Report, Research report, 30%. Examination, Final Exam, 40%.

## **BMO3292 Business Ethics**

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**Improving ethical standards and learning how to make appropriate ethical judgements in different contexts is a critical aspect of business practice in today's increasingly complex and globalised social and economic environment. Students will be involved in a number of activities that address ethical issues associated with business practice. They will evaluate questions of business responsibility in relation to

globalisation, corporate social responsibility, stakeholders, and the ethics of environmental sustainability that characterise business situations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Review business ethics in organisations, including basic knowledge of ethical theories as relevant to local and multinational organisations;
2. Analyse and adapt ethical theories and frameworks to address contemporary ethical problems arising in business situations;
3. Articulate the consequences of unethical conduct and discuss its impact on local and global communities;
4. Reflect critically on current issues to business ethics and begin to justify and apply relevant frameworks of analysis to ethical decision making balancing individual and public good;
5. Propose creative resolutions, both collaboratively and individually using business ethics theories and concepts to current issues with responsibility and professional judgement; and
6. Present, both orally and in writing, ethical, environmentally, socially and culturally responsible solutions by communicating effectively both orally and in writing to contemporary 21st century problems.

**Class Contact:**Seminar 3.0 hrs

**Required Reading:**A series of readings, and links to: web sites and leading scholarly journals, reference materials, audio visual materials, policy documents and reports relating to both the Australian and the global context will be provided via VU Collaborate.

**Assessment:**Case Study, Group case /theory presentation, 20%. Report, Group research report, 20%. Journal, Individual reflective journal, 15%. Essay, Individual literature review and presentation, 45%.

## **BMO3320 Interpersonal and Organisational Negotiation**

**Locations:**Footscray Park.

**Prerequisites:**BMO1102 - Management and Organisation Behaviour BMO1102 Management and Organisation Behaviour.

**Description:**The aims of this unit of study are to introduce the application of experiential learning to the teaching of interpersonal and organisational negotiation; to provide a theoretical framework linking communication and negotiation in groups and organisations and to develop students' skills in negotiation in these contexts. The unit of study includes the following topics: the role of a negotiator; negotiation theory, conflict and bargaining power; communication skills; preparing to negotiate; negotiating tactics; role of the third party in negotiations; negotiation skills training; critical issues in negotiation exercises and international negotiation models.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Understand the theoretical basis of the negotiation process;
2. Understand a theoretical framework linking - the group and the organisation as communication and negotiation systems;
3. Appreciate the experiential teaching mode as a powerful way of learning about interpersonal and group communication and negotiation;
4. Apply various approaches to organisational negotiation; and
5. Develop some understanding of the negotiation process in International situations.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**Required reading Lewicki, R.J., Barry, B. & Saunders, D.M. 2007 4th Essentials of Negotiation USA, McGraw Hill Irwin Prepared by the subject Coordinator BMO 3320 Readings and Exercise Handbook

**Assessment:**Seminar presentation, 20%; Group assignment, 30%; Final examination, 50%.

## **BMO3321 International Human Resource Management**

**Locations:**Footscray Park.



**Prerequisites:**BM03220 - Human Resource Management

**Description:** International Human Resource Management (IHRM) is a new and rapidly changing area of specialist and generalist practice. It is also a lively and growing academic subject having links with many different disciplines including economics, international business, strategy, communications, political science and public policy. The origins of IHRM can be traced back to the growth of international business operations and the development of multinational enterprises (MNEs) with their formal and informal approaches to staffing, personnel administration and personnel management. The unit covers topics: an introduction to the major differences between domestic and international HRM; cultural, social and ethical issues for international HRM; the possible linkages between International HRM and business strategy; International HRM planning, policies and procedures; international relations and evaluation of host country environments; international recruitment and selection; international strategic compensation and reward systems; international training and development of employee capabilities; maintaining the employment relationship within international operations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critique the purposes and scope of international human resource management (IHRM);
2. Discriminate between domestic and international HRM as applied to local, multinational and global organisations;
3. Assess the impact of cultural differences on the management of people in multinational organisations and to examine the impact of global conditions on the strategic management of human resources in the context of overseas subsidiaries, acquisitions and joint ventures;
4. Propose possible linkages between International HRM and business strategy, and critically analyse International HRM functions and process in various international settings;
5. Critically review the theories which guide the policies, processes and procedures of International HRM to illustrate the role of culture, values and dispositions in affecting the achievement of institutional goals; and
6. Demonstrate effective interpersonal and professional collaborative skills and intercultural understandings to respectfully manage team diversity and effectively deliver intended group outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Dowling, PJ, Festing, M & Engle, AD 2012, 6th edn, International Human Resource Management: Managing People in a Multinational Context, Cengage Learning, South-Melbourne VIC.

**Assessment:** Assignment, Individual Report., 15%. Presentation, Group Presentation and Report (workplace assessment)., 25%. Exercise, Tutorial activities., 10%. Examination, Final Exam., 50%.

### BM03322 Innovation and Entrepreneurship

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** It is imperative that managers have an understanding of the concepts of innovation and entrepreneurship and the skills and competencies to apply its knowledge effectively. The aims of this unit are: to provide an in-School study of the concepts of innovation, entrepreneurship and entrepreneurship and an appreciation of the environment in which they are practiced and to study and appraise the theory and practice of resource acquisition and utilisation. This unit includes the following topics: opportunity recognition; the innovation, entrepreneurial and entrepreneurial process; new venture ideas; market opportunities; competitive advantage; human resource issues; personal ethics; identifying and marshalling key stakeholders; financial considerations: acquisition of resources, and ownership and structure; innovators in action: managing rapid growth, managing a troubled organisation, and

crafting a personal strategy.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Evaluate the issues that influence how innovation and entrepreneurship is managed in 21st century organisations;
2. Develop effective decision-making skills in preparing a professionally-appropriate plan for stimulating and facilitating innovative activity;
3. Reflect upon enhanced personal knowledge, skills and competencies as they relate to the management of innovation and entrepreneurship; and
4. Collaborate effectively, exhibiting personal initiative and judgement with growing responsibility and accountability for own learning and professional practice, while demonstrating commitment to achieving negotiated group outcomes.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Frederick, H & Kuratko, D 2010 Entrepreneurship: theory, Process and Practice, Cengage, Australia

**Assessment:** Case Study, Case Study 1: Entrepreneurship, 20%. Case Study, Case Study 2: Innovation, 30%. Examination, Final exam, 50%.

### BM03323 Employee Relations Management

**Locations:** Footscray Park.

**Prerequisites:** BM03220 - Human Resource Management

**Description:** This unit is designed for the Human Resource Management specialisation of the Bachelor of Business. Students explore and critique employee relations issues, mainly in the Australian context. It includes an overview of the economic, legal and social elements of the employment relationship. This especially involves understanding the parties, their relationships with the industrial environment, the impact of legislation and the nature of dispute settlement. Students learn via simulated exercises, case studies, discussion around questions and lectures. Further, there is an attempt to bring in a practitioner perspective with several guest speakers. Topics include the context of ER, theoretical perspectives, trade unions, management, the state, legislation and other issues in relation to ER.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Deliberate and reflect on ideas, concepts and theories to analyse employee relations in Australia;
2. Analyse and critique of the parties, processes and rules of Australian employee relations; and
3. Critically evaluate contemporary developments in employee relations management.

**Class Contact:** Lecture 1.0 hr Tutorial 2.0 hrs

**Required Reading:** Bray, M, Waring, P & Cooper R 2011, Employment Relations: Theory and Practice, McGraw Hill, NSW.

**Assessment:** Essay, Essay (2000 words), 25%. Exercise, Participation in role play 15% and reflective exercise 10%, 25%. Examination, Final Exam, 50%.

### BM03325 Human Resources Management Evaluation

**Locations:** Footscray Park.

**Prerequisites:** BM03220 - Human Resource Management

**Description:** The Human Resource Management function has to be able to demonstrate that it adds value to the organisation that it is a part of. This subject provides the framework by which Human Resource Management practitioners are able to evaluate the degree to which their initiatives add value to an organisation and aid the strategic planning of human capital for the organisation. The aims of this unit of study are to enhance students' understanding of the influences of external and internal organisational environments in shaping the strategic provision of the human resource function; to enable students to critically evaluate human resource applications for effectiveness and efficiency; to develop students'

competencies and skills to match training and development techniques, methods and technology with learning styles of an audience so as to maximise learning transfer; and to enable students to determine and evaluate the output of human resource development programs so as to demonstrate their usefulness to an organisation. This unit of study includes the following topics: the strategic planning approach to human resource functions within organisations; designing human resource programs that are sensitive to political, physical, cultural and cognitive-behavioural considerations; linking training to audience learning styles based on a clear understanding of training techniques, philosophies and technologies; determine cost-benefit analysis of internal versus external provision; and manage and evaluate the human resource function with a detailed understanding of methodical and pragmatic considerations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the effects of internal and external organisational environment on the human resource function;
2. Apply those understandings to the design of effective human resource programs that are sensitive to political, physical, cultural and cognitive-behavioural considerations;
3. Develop the tools to critically evaluate effective outcomes of developmental programs based on a clear understanding of training techniques, philosophies and technologies;
4. Determine the cost-benefit of internal versus external provision; and
5. Demonstrate the ability to strategically plan and evaluate the human resource function with a detailed understanding of methodical and pragmatic considerations.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Fitz-enz, J & Davidson, B 2002, 3rd edn, *How to Measure Human Resource Management*, McGraw-Hill, NY. Reading block prepared by Unit Coordinator Readings in Human Resource Management Evaluation

**Assessment:** Test, Class test, 10%. Presentation, Group tutorial presentation, 10%. Report, Group workplace report, 30%. Examination, Final 3 hour exam, 50%.

### BMO3327 Organisational Change and Development

**Locations:** Footscray Park.

**Prerequisites:** BMO1102 - Management and Organisation Behaviour

**Description:** In this unit students will develop approaches to, and methods of, change and development that foster organisational responsiveness to the rapidly changing and competitive environment. The aim of this unit is to provide you with a clear understanding of some key changes necessary for organisations to bring about sustainable ways of operating and functioning and the issues underlying these. Understanding organisational change will help you imagine how organisations will continue to change over the next decades, and how this might affect employees, organisations and the community

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify and describe key issues affecting change processes in organisations;
2. Analyse and compare the effects of change drivers in relation to change strategies;
3. Explain, evaluate and apply the theories, principles and concepts of change in organisations;
4. Present learning/findings in individual and team based formats to a wide variety of audiences;
5. Develop and create an exhibition event to present findings; and
6. Practice and develop key generic skills of critical thinking, teamwork, communication and work in an environmentally responsible manner.

**Class Contact:** Equivalent to three hours per week. Normally to be delivered as a combined three hour lecture and tutorial, workshop, modules or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** Dunphy, D, Griffiths, R & Bem, S 2007, 2nd edn, *Organisational*

*change for corporate sustainability*, Routledge, London & New York.

**Assessment:** Journal, Individual written journal., 15%. Literature Review, Literature review and presentation, 35%. Report, Case study and written report, 25%. Presentation, Case study presentation, 25%.

### BMO3332 Managing Organisational Change

**Locations:** Footscray Park.

**Prerequisites:** BMO2002 - Strategic Management

**Description:** In this unit students will develop approaches to, and methods of, change that foster organisational responsiveness to the rapidly changing and competitive environment. The aim of this unit is to provide you with a clear understanding of some key changes necessary for organisations to bring about innovative and sustainable ways of achieving improved business performance and the issues underlying these. Understanding organisational change will help students imagine how organisations will continue to change over the next decades, and how this might affect employees, organisations and the community. This is a third year unit in the Bachelor of Business with a specialisation in Management. This unit provides students with a framework for rethinking their organisational change and management experiences, and for gaining a critical appreciation of future change management practices that creates a pathway for organisational innovation. Students will understand how to lead and manage change.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critique the nature, causes and dynamics of organisational change;
2. Identify, critically review and distil key issues affecting change in organisations;
3. Explain, evaluate and propose modifications to the theories, principles and concepts of change in organisations to better support innovative approaches to successful organisational change occurring in particular settings;
4. Rationalise the causal change model and analyse and compare the effects of change;
5. Present learnings/findings in individual and team based formats illustrating initiative and professionally-appropriate judgement with report writing skills;
6. Develop persuasive communication skills to be able to direct change culture in contemporary organisations or community settings;
7. Practice and develop key change generic skills of critical thinking, teamwork, communication and work in an environmentally responsible manner; and
8. Reflect on behavioural complexities associated to organisational change.

**Class Contact:** Seminar 3.0 hrs Equivalent to three hours per week. Normally to be delivered as a combined three hour lecture and tutorial, workshop, modules or a delivery mode as approved by the College of Business.

**Required Reading:** Cummings, T.G & Worley, C.G. (2015). 10th edition, *Organization Development & Change*, Cengage Learning, Stamford, USA.

**Assessment:** Essay, Literature Essay (Individual) (week 4), 20%. Report, Organisational Change Report (Group) (week 10), 40%. Presentation, Change Practitioner Presentation (Group) (week 11), 20%. Journal, Learning Reflection Journal & Peer Evaluation (Individual) (week 12), 20%.

### BMO3352 International Management

**Locations:** Footscray Park.

**Prerequisites:** BMO2002 - Strategic Management

**Description:** This unit is designed for the Bachelor of Business with a specialisation in both Human Resource Management and in Management. This unit investigates the critical factors impacting upon management in an international context. Students explore the role of management in any nationality, encouraging a truly global perspective in dealing with dynamic management issues in foreign and local environments. Culture is considered from a management perspective and also

evaluated in a global context. Various theories, models and frameworks will be introduced that provide different perspectives on understanding and managing internationally.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically analyse, synthesise and adapt knowledge in the domain of international management and the global environment to recommend strategies relevant to a particular setting;
2. Critically review the role of culture in the global market place and its implications for managing in a global organisation;
3. Critically appraise the role of strategy and human resources in the international context;
- 4.

Collaborate within a group, using initiative and judgement to recommend solutions to an international management problem; and

5. Critically reflect on the use of ethical, social and culturally appropriate approaches to managing in a global context.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Deresky, H. (2014) 8th ed International Management: Managing Across Borders and Cultures Pearson Education, New Jersey.

**Assessment:** Case Study, Case Study and Presentation (Group), 30%. Essay, Individual Essay/Case Study (Individual), 20%. Examination, 2 Hour Examination, 50%.

### BMO3353 Changing Context of Work

**Locations:** Footscray Park.

**Prerequisites:** BMO3220 - Human Resource Management

**Description:** This is a third year unit in the Bachelor of Business with a specialisation in Human Resource Management. This unit concerns the key changes to the context of work and the underlying workforce issues. Critically reflecting on work change will assist students to understand how work will continue to change over future decades and how this might affect employees, organisations and the community. This unit will help to shape an appreciation of the complexities and challenges faced by employees and organisations as they strive to function and survive in the context of the 21st Century and the interrelationships between work and society. This unit will enhance students understanding of the influences of work patterns that impact on human resource management and organisational functions.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically analyse key issues and actions affecting changes to work as relevant to local and multinational/global organisations;
2. Interrogate salient aspects of the key issues in the changing context of work;
3. Critique past and current work issues and their relevance to the contemporary 21st century organisation illustrating the role of culture and values in organisations achieving their goals;
4. Hypothesise on future changes to work, advocating ethical, socially and culturally responsible solutions to emerging Human Resource Management problems; and
5. Collaborate effectively as a team with responsibility and accountability for own learning and professionally-appropriate practice, and critically reflect on contributions to the team.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** A series of readings, journals and audiovisual links will be supplied from leading scholarly journals, media and web sites. Links to the materials will be via Collaborate.

**Assessment:** Essay, Individual essay, 15%. Annotated Bibliography, Literature review and presentation, 45%. Report, Group research report, 20%. Presentation, Group case presentation, 20%.

### BMO3405 Live Performance Management

**Locations:** Footscray Park.

**Prerequisites:** Nil.

**Description:** This unit of study introduces students to the organisational and management responsibilities of developing and presenting an act for small and larger scale live productions. At the completion of the unit of study students should be able to explain the processes involved in creating and building a live performance act, the technological requirements for small, medium and large scale productions, the logistical requirements for touring and key issues involved in international touring.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Express the basic principles of event management and conducting tours regionally, nationally and internationally;
2. Demonstrate a capacity to create and build a live performance act, reflecting on their requirements in relation to size and purpose; and
3. Appraise the logistics, and related issues, likely to influence the touring of a performance in an international context.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** O'Hara B, Beard M, 2006 1st edition. Music Event and Festival Management. Wise Publications.

**Assessment:** Report, Event Proposal, 15%. Report, Event Report, 45%. Examination, Final Exam, 40%.

### BMO3418 Transport and Logistics Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit is one of a suite of specialist supply chain and logistics management units within the Bachelor of Business (Supply Chain and Logistics Management). The unit complements study undertaken in other specialist units in the areas of logistics and distribution. This unit introduces the application of theory to the analysis of operations, policies and challenges in the transport sector. This analysis is carried out against a background of the importance to an economy of a highly developed transport sector. Issues explored will centre on the transport of goods and people at both national and international levels. Key topics include transport planning, control and strategy, safety regulations, and technology in transport management.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically reflect on transport regulation and structure, oversee operations and policies, and address challenges in the transport sector;
2. Critically review issues about the management of transport and e-transport to address simple, important, complex, and unpredictable problems;
3. Rationalise cost and performance data and its relationship to the development of transport strategy and future challenges; and
4. Conceptually map and synthesise information from various sources to present a clear, coherent and independent exposition of knowledge in the field of transport and logistics management.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Coyle J, Bardi E & Novack R, 2011 7th edn, Transportation South-Western Cengage Learning, Mason Ohio.

**Assessment:** Literature Review, Individual Assessment, 30%. Case Study, Syndicate Assessment, 30%. Examination, Final Examination, 40%.

### BMO3419 Supply Chain Analytics

**Locations:** City Flinders.

**Prerequisites:** BMO2181 - Operations Management

**Description:** This is a specialist supply chain and logistics management unit within the Bachelor of Business (Supply Chain and Logistics Management). Students will critically review a variety of supply chain theoretical, analytical and optimisation models, analytics around decision-support tools and solution techniques. The major focus will be on applying these analytical techniques to identify and resolve contemporary logistics related business problems. Sample examples include supply chain demand planning using SAP-SCM module, vehicle dispatching in transportation, transshipment and shortest path optimisation models, economic order quantity of inventory, and warehouse management systems (WMS) in distribution operations. Students will investigate spreadsheet models for the problems described above and determine solutions by MS EXCEL Solver.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Reconceptualise and synthesise knowledge of analytical and optimisation models, use of decision-support tools and techniques, hands-on working on SAP-SCM planning module for demand estimation and use of MS EXCEL Solver exercises for alternate solution;
2. Critically reflect individually on a range of forecasting tools and techniques by using SAP-SCM planning module and realise its potential for demand estimation in a supply network planning; and
3. Work collaboratively in a team or/and individually to develop problem-solving capability working through a range of analytical decision-support tools, and reflect on their underlying applications in the business of logistics and supply chain management.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Heizer and Render (2014), 11th Edition Operations Management Pearson Education, New Jersey, USA

**Assessment:** Assignment, SAP-SCM Demand management module-Individual assignment, 20%. Case Study, Small analytical Case Studies- Individual assignment, 40%. Assignment, Assignments- Group Assignment, 40%.

### BMO3420 Human Resource Information Systems

**Locations:** Footscray Park.

**Prerequisites:** BCO1102 - Information Systems for Business

**Description:** This is a third year unit in the Bachelor of Business with a specialisation in Human Resource Management. This unit is concerned with how technologies offer value to improve human resource management and relevant practices. Students critically evaluate the technologies and methodologies involved in the improvement of human resource management; and develop the knowledge and skills to effectively use and manage various Human Resource Information Systems (HRIS).

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Analyse the administrative and strategic value of a Human Resource Information Systems (HRIS) as relevant to local and multinational/global organisations;
2. Review issues relating to the analysis, implementation and maintenance of HRIS's and their subsequent level of use in contemporary business settings;
3. Demonstrate the use of SAP HCM, in relation to the effective management of human resource information;
4. Collaborate effectively in a team environment with responsibility and accountability for own learning and professionally-appropriate practice, demonstrating initiative and judgement to develop creative HR system solutions; and
5. Articulate ethical, socially and culturally responsible HRIS solutions to contemporary 21st century problems by communicating recommendations effectively, orally, visually, and in writing.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Kavanagh, M.J. & Thite, M. 2011 Human Resource Information Systems: Basics, Applications, and Future Directions, Sage, Los Angeles,

**Assessment:** Other, Literature Review and Discussion, 10%. Project, Group Research Project, 30%. Test, Practical Test using ERP-HR software., 20%. Examination, Final Exam, 40%. Demonstrating the use of SAP HCM, in relation to the effective management of human resource information is a hurdle requirement and is assessed through a practical test. To pass this unit a student must achieve a total of 50% or more AND achieve a pass grade on the final exam and the practical test.

### BMO3421 Managing the Service Organisation

**Locations:** Footscray Park.

**Prerequisites:** BMO1102 - Management and Organisation Behaviour

**Description:** The service concept; customers and relationships; supply relationships; service processes; managing service people; service quality; information technology in services; performance measurement in services; service strategy and culture.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Use appropriate theories, principles and models to analyse and evaluate organisational structures, organisational processes and behaviour so enabling effective managerial problem solving; and
2. Show evidence of enhanced personal investigative, analytical and interpretative skills and competencies.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Johnston, R. and Clark, G., 2005, Service Operations Management, Prentice Hall, Essex.

**Assessment:** Case Study, 20%; Industry Report, 30%; Exam, 50%.

### BMO3422 Strategic Management

**Locations:** Footscray Park, VU Sydney.

**Prerequisites:** BMO1102 - Management and Organisation Behaviour

**Description:** Students study normative theories and models of organisation strategy, policy and decision making to critically assess their value to the organisation and its stakeholders. Through this study, students will develop knowledge, personal skills and competencies in the application of the strategic management principles to contemporary organisations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critique the current and planned capabilities of a business organisation to provide sustainable practices in a dynamic business setting;
2. Assess the impact of internal and external environmental factors on a business organisations' ability to achieve strategic goals/priorities;
3. Devise and apply selective strategic decision making processes to identify strategic options and develop a strategic plan for a business organisation within a particular cultural or global context, and justify the conclusions and/or recommendations drawn;
4. Reflect upon enhanced personal and professional knowledge, skills and competencies, which contribute to the effective management of organisational resources and critique the role of culture, values and dispositions in achieving specified goals; and
5. Present at relevant strategic management knowledge and principles in a clear and coherent manner demonstrating intellectual independence and the initiation and development of new ideas.

**Class Contact:** Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:** Parthasarthy, R 2007, Fundamentals of Strategic Management, Houghton Mifflin, New York. Cutcher, L & Waites, N 2006, Cases in Strategy and Management, McGraw-Hill, North Ryde.

**Assessment:** Test, Class Test, 10%. Report, Case Study Report, 25%. Presentation, Case Study Presentation, 15%. Examination, Final Exam, 50%.

## BMO3477 Human Resource Development

**Locations:**Footscray Park.

**Prerequisites:**BMO3220 - Human Resource Management

**Description:**This unit is designed for the Bachelor of Business with a specialisation in Human Resource Management. The unit addresses issues, concepts and methods involved in managing the human resource development activity within organisations. Knowledge of human resource strategies that add value to an organisation through appropriate development practices and talent management is required to effectively manage the human resource development function. Accordingly students will investigate the theory and practice of human resource development by critically assessing the effectiveness of employee learning experiences and the techniques used to facilitate that experience. Students will critique the needs assessment, design and evaluation methods applied in the practice of human resource development to evaluate their effectiveness and recommend their application.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critique a range of organisational needs analysis approaches and recommend a suitable method to identify human resource development needs for specific contexts;
2. Investigate a range of human resource development design approaches available, then rationalise and recommend their use to address specific learning needs;
3. Contextualise theories of adult learning to the workplace, to diagnose, design and implement a human resource development intervention;
4. Evaluate human resource development applications for effectiveness and efficiency; and
5. Exhibit individual responsibility and accountability for contribution to group outcomes.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Wemer, J. M. and DeSimone, R. L. 2013, 6th edn Human Resource Development, South-Western, Cengage Learning.

**Assessment:**Essay, Essay based on work-place situation, 20%. Report, Group report and presentation, 30%. Examination, Final Exam, 50%.

## BMO3478 Workplace Mentoring Program

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This capstone unit is designed to broaden students' industry knowledge and ideas, enable professional network development and increase confidence in their ability to transition from university to working life. Student mentees are matched as per their interests with senior industry professionals acting as mentors, from a variety of sectors and areas of specialization to enabling students to benefit from the experience, knowledge and expertise of a highly-skilled mentor, working in the type of role they aspire to be in themselves later in their own careers. The unit promotes excellence, develops leadership and initiative, and supports career development, whilst nurturing future talent.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Act with responsibility and accountability for own learning and professional practice in a workplace responding appropriately to employer expectations, workplace culture and have improved workplace awareness;
2. Extend and adapt disciplinary knowledge and practical skills to solve complex problems and communicate professional recommendations;
3. Work collaboratively and consultatively with diverse colleagues exercising critical thinking and judgement in diverse work contexts; and,
4. Critically evaluate employment opportunities in the market and employ strategies to transition into the workforce.

**Class Contact:**Students will be required to combine meetings with their mentors with a number of classroom-based sessions: Week 1 - Induction; Development of

Mentoring Action Plan (3hrs) Week 3 - Resume Development (3hrs) Week 5 - Professional Networking, Business Cards & LinkedIn (3hrs) Week 6 - Mid-point Assessment (3hrs) Week 8 - Interview Technique (3hrs) Week 10 - Career Awareness & Development (3hrs) Week 12 - Presentation Evening (3hrs) Exact times and duration of the mentor meetings will be dependent upon the availability of the mentors. Mentors are advised that a minimum of 12hrs contact time, over the course of the semester is required for participation.

**Required Reading:**Each student will be supplied with a Mentee handbook that will provide all required text for this unit. Lore, N (2012) *The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success* New York, Touchstone

**Assessment:**Portfolio, Assessment of the mentee's portfolio and Mentoring Action Plan, 15%. Review, Students' performance within the workplace assessed in line with a number of key criteria (e.g professional conduct, communication, punctuality etc.), 30%. Report, 3000 word reflection on the mentoring experience, in line with how Learning outcomes have been achieved and Graduate Capabilities met., 40%. Presentation, 10 minute presentation showcasing key mentoring experiences, 15%. A number of assessed tasks have been designed to measure the students' performance over the course of their mentoring experience.

## BMO4420 Organisational Behaviour and Analysis

**Locations:**Footscray Park.

**Prerequisites:**Nil.

**Description:**The aims of this unit of study are: to offer methods of analysing organisations and understanding the managerial issues that they present; to provide a clear synthesis and integration of current thought on organisation theory; to develop students' investigative and interpretative skills as they relate to the analysis of organisations; and to further develop their managerial skills and competencies.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Describe and explain the diverse disciplinary perspectives on organisational behaviour;
2. Explain and critically evaluate the basic concepts and theories underlying the performance of a range of organisations;
3. Critically evaluate the influence of the broader social and political context on organisational behaviour;
4. Evaluate recent research on individual behaviour, group dynamics and organisational processes; and
5. Apply theory to practice through workplace-based analysis of organisational functioning and be able to generate specific solutions.

**Class Contact:**Equivalent to three hours per week. Normally to be delivered as two hours of lectures and one hour of tutorials, workshops or modules or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:**Due to the multi-disciplinary nature of this subject a book of readings drawing from the *Academy of Management Review*, the *Academy of Management Journal*, the *Journal of Organisational Behaviour*, the *International Journal of Organisational Behaviour* and the *Journal of Organisational Behaviour Management* will be prepared.

**Assessment:**Literature Review, Individual Written Report, 20%. Project, Research Project, 25%. Presentation, Presentation, 15%. Examination, Final Examination, 40%.

## BMO5003 Global Leadership

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**Globalization and the changing nature of organization mean that you are leading people and managing teams in complex environments. The course will give

you a better understanding of leadership from multiple angles and perspectives. Participants in the course will explore the different ways leadership has been defined and studied over the last century and more, the similarities and contradictions among the most common leadership theories, and the way that leadership has been exercised. Changes in work organization and management roles will also be discussed in relation to leadership. The subject will provide an insight into understanding key leadership and management skills necessary to build teams to make a more innovative organization.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Understand the major academic theories of leadership, individually and as part of a historical continuum;
2. Assess a leader's actions objectively and through the multiple lenses that these theories provide;
3. Show evidence of enhanced personal knowledge, skills and competencies as they relate to leadership; and
4. Develop personal and applied leadership plans that demonstrate problem solving and critical thinking about the application of leadership theory.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Carol Dalglish & Peter Miller (2009) *Leadership: Understanding its Global Impact* Tilde University Press Australia  
Carol Dalglish & Peter Evans (2009) *Leadership in the Australian Context: Case Studies in Leadership* Tilde University Press Australia

**Assessment:** Case Study, Case study and presentation, 50%. Assignment, Assignment, 50%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### BMO5401 Special Event Management

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study aims to provide students with an understanding of generic management knowledge, competencies and skills required to administer artistic, sporting, cultural, promotional, special interest, industry, educative and entertainment events. It also assists students to gain and use specific competencies, skills and techniques, which ensure the achievement of successful events. The unit of study content includes types and significance of special events; trends regarding events- local, national and international; procedures and issues in event management; attributes of event managers; the challenges and risks of managing a large scale event; human resource issues in running events; win/win negotiation and compromise, lobbying and motivating key people; team formation and staff motivation; venue management; contingency and crisis management; planning for security and emergencies; social and environmental impacts of events.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify, compare and critically appraise the terms 'Event', 'Special events' and 'Special Event Management';
2. Interpret key processes and critical issues in management of special events;
3. Appraise and classify key attributes associated with successful event manager; employ evaluative team building skills to build an event management team;
4. Illustrate how critical issues need to be addressed decisively and effectively;
5. Recognise and assess the importance of accountability and compliance in managing a special event; and
6. Appraise event evaluation as a management function events.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:** Allen, J., O'Toole, W., McDonnell, I., Harris, R, 2005, 4th edition. *Festival and Special Event Management*, Wiley Books, Brisbane

**Assessment:** Report, Field Research Report or Essay, 40%. Report, Group Product Launch Report, 40%. Presentation, Launch Concept Presentation, 20%.

### BMO5500 Governance

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit critically reviews the theory and practice of governance. It provides insights into common governance problems and investigates approaches that can be taken to address these issues. Students develop a pro-active strategic perspective of governance and its role in corporate control. Students consider the advantages and disadvantages of various governance frameworks and interrogate the issues associated with their enactment.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Debate corporate governance roles and definitions and explain why, and how effective it is when used to monitor and control organisations;
2. Critique agency theory and identify the issues of managerial opportunism;
3. Deconstruct internal and external governance mechanisms and discriminate between them;
4. Investigate and commentate on how selected governance mechanisms are used to monitor corporate performance and to act as a restraint on top-level managers' decisions;
5. Differentiate and critique the underpinnings of local, national and global corporate governance systems, relating them to their broader social, economic, cultural or political contexts and extrapolate on issues that arise in an international context; and
6. Exemplify professional communication skills to convey complex knowledge and ideas and advocate positions to a variety of audiences.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** A book of readings containing current and seminal journal articles will be provided to the students.

**Assessment:** Essay, Essay, 20%. Report, Governance audit, 30%. Presentation, Report/audit recommendations, 20%. Examination, Written Examination, 30%.

### BMO5501 Business Ethics and Sustainability

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit critically reviews the socio-cultural environment in which business operates. Ethical frameworks for decision making will be critiqued and students will construct the debates surrounding contemporary corporate responsibility and sustainable development as they impact on organisations in their local and global contexts. Emphasis will be on how new pressures on businesses arise, and how effective the various models that structure organisational responses are to these dynamic and emergent challenges.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Discriminate between key western philosophical approaches to ethics;
2. Discriminate between ethics, legal requirements, and religious doctrine as they impact on contemporary business and be able to critically comment upon the role of culture in ethical decision making;
3. Advocate a position on the ethical issues associated with the western capitalist business system through analysis, critique and the presentation of corroborating evidence;
4. Exemplify professional judgement in assessing alternative perspectives of corporate responsibility in the context of contemporary business issues;
5. Evaluate the sustainability agenda and justify assessment of the implications for business;
6. Evaluate and debate the role of social movements and institutional changes to business operations; and
7. Clearly

communicate conclusions to inter-disciplinary audiences demonstrating a high level of personal autonomy and accountability.

**Class Contact:**Seminar 1.0 hr

**Required Reading:**A link to a book of readings containing current and seminal journal articles will be posted in VU Collaborate.

**Assessment:**Journal, Reflective Journal, 15%. Report, Case Study Report, 45%. Examination, Final Exam, 40%.

## BMO5502 The Global Workforce

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This Unit deconstructs current and future trends in work in order to critically evaluate the changing nature of the workplace and changing workforce needs. In particular the students will investigate approaches to workforce and skill development from a global and local perspective including the understanding of the development of local skill ecosystems. Students will investigate and commentate on new employment forms used to staff global organisations including the use of project and virtual teams. The unit draws on HR process perspectives to understand the management of employees within contemporary and emerging workplaces.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically review the changing nature of work and the workplace including the core and peripheral labour markets, precarious employment, growth of knowledge work, and technological and global developments;
2. Interpret the history, definitions and approaches to workforce and skill development from a global perspective;
3. Conceptually map the role of government, educational institutions and organisations in building knowledge economies and creating the institutional frameworks;
4. Critically apply cross-disciplinary knowledge and professional tools and resources to forecast global challenges, and analyse responses to skill shortages in key professions and occupations, and demographic change and patterns of migration;
5. Formulate plans for selecting, developing and preparing employees for international placements; and
6. Revise judgements and debate required behaviour change in light of unstable external elements as they impact on organisational policies and practices.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**No textbook is prescribed for this unit, instead a workbook of contemporary readings will be made available by the lecturer accessible on line and added to by students through the action learning process.

**Assessment:**Assignment, Written individual assignment, 40%. Presentation, Individual class presentation, 20%. Project, Individual case study, 30%. Journal, Individual reflective exercise, 10%. The above assessments have a total equivalent word count of 6000 to 7000 words.

## BMO5505 Leadership and Innovation Practicum

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This practicum adopts a leadership-in-action approach to learning and will involve either an intensive study-abroad or workplace immersive experience. The framework for the practicum will invite a hands-on professional development experience for selected graduate students, involving a workplace or community needs based social project. Students will be asked to critique the challenges of leading individuals and groups involved in innovation and/or social entrepreneurship implementation. The experiential learning will create opportunities for leading change

and innovative projects through authentic immersion in varying organisational and social contexts.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Synthesise knowledge from a range of sources to identify and critique approaches associated with leading and managing projects in complex social environments;
2. Identify, collect and question information to test leadership and decision making assumptions within a group and/or project context;
3. Lead and engage in creative and analytical problem solving processes and/or identify areas for future learning;
4. Reflect on evident performance in both leading and working within teams to understand how these experiences help participants understand themselves thoroughly, particularly how they impact on those around them;
5. Critique innovation or entrepreneurship literature and apply to a project opportunity that will integrate in-depth learning and knowing of diverse cultures in by engaging in a selected workplace or community to build personal growth and enhance sustainable local capacity;
6. Deconstruct professional practice and justify conclusions through corroborating evidence in the context of making a measurable difference in the lives of the target group of individuals, group's, communities or organisation; and
7. Demonstrate a professional level of communication skills by conveying complex knowledge and ideas and advocate positions to a variety of audiences.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**Workbook of readings

**Assessment:**Journal, Learning journal - learning reflection and integration, 20%. Practicum, Practicum report - LiWC in a simulated environment, 60%. Presentation, Verbal reflective report, 20%. The above assessments have a total equivalent word count of 7000 to 8000 words.

## BMO5506 Relationship Management

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**Students interrogate practices associated with managing internal and external stakeholder relationships to critique the ethical, socially responsible and cultural dimensions of these relationships. The unit examines business-community engagement practices and models, stakeholder management systems, social/environmental reporting and the establishment of business community partnerships. An emphasis is placed on preparing professionals to implement strategies for socially responsible and sustainable business practice.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Communicate complex information, and justify interpretations, conclusions and theoretically-based propositions effectively to internal and external stakeholder groups;
2. Map stakeholder priorities and develop contextually relevant methodologies for stakeholder engagement respecting the roles of culture, values and dispositions in affecting achievement of sustainable engagement;
3. Formulate a business-community engagement process that is integrated with business strategy;
4. Critically reflect upon the challenges of establishing and maintaining socially responsible and sustainable business-community partnerships; and
5. Initiate a process for completing a social/environmental business report.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**Book of readings - relevant journal articles and chapters from texts  
**Assessment:**Report, Management Briefing Paper, 25%. Report, Situation Analysis/Program, 40%. Presentation, In-class Presentation, 10%. Examination,

Final Examination, 25%. The above assessments have a total equivalent word count of 6000 to 7000 words.

### **BMO5507 Workplace Project**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**Students will carry out an original in depth project on a major management issue that directly relates to the individual student's business organisation. The focus of the project, its research methodology and processes will be decided on by the student in consultation with their academic supervisor and host organisation supervisor. The project will provide students with the opportunity to integrate and apply learning from previous units of study in the Master of Management course. Students will be able to integrate their practical management experience with their academic learning. Students will be expected to complete and submit a Management Project that: identifies one or more practically significant questions relevant to his or her organisation; critically reviews the literature and other resources concerning theory and practical examples relevant to those questions; demonstrate students' initiative and flexibility in solving authentic business problems or real issues faced in their organisation.

**Credit Points:** 24

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Design, implement and evaluate a substantial piece of independent research using an appropriate methodology and research framework; 2. Apply, critically analyse and synthesise theoretical perspectives and literature relevant to the focus of the project to justify the significance of the investigation and defend the methodological approach; 3. Gather, analyse, interpret, and report on data in an ethical and socially responsible manner; 4. Advocate conclusions and recommendations based on corroborating findings in a formal post graduate presentation setting to a panel of academics and host organisation representatives; and 5. Adapt and succeed in situations that present uncertainty and involve unpredictable as well as anticipated change.

**Class Contact:**There are no formal classes in this unit as it is project-based and will be supervised jointly by academic and host organisation supervisors.

**Required Reading:**No assigned reading.

**Assessment:**Project, Research Plan and Ethics Proposal, 20%. Report, Final Report (8000 to 10,000 words), 60%. Presentation, Presentation, 20%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### **BMO5520 Organisation Analysis and Behaviour**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aims of this unit of study are: to offer methods of analysing organisations and understanding the managerial issues that they present; to focus directly on both management and leadership while providing a clear synthesis and integration of current thought on major organisation theory; to develop students' investigative and interpretative skills as they relate to the analysis of organisations; and to further develop their managerial skills and competencies. The unit of study includes the following themes: overview of organisation analysis and managerial effectiveness; criteria for effective approaches to diagnosis and action in organisations; focus on the impact between organisations and organisation behaviour; develop interpersonal skills which would facilitate organisation growth and secure a more motivated and committed work force; identify how leaders can expand their options to enhance their effectiveness; distinguish between constructive and destructive political dynamics; and the design, implement action and evaluation of organisation change.

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**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Demonstrate an understanding of the contemporary issues related to aspects of the working environment; 2. Demonstrate an awareness of the relation between managerial strategies and organisation structures, human resources, political systems and cultures; 3. Demonstrate an ability to analyse and evaluate the work organisation using multiple perspectives and theories; and 4. Show evidence of enhanced personal knowledge, skills and competencies that contribute to the effective management of organisations.

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:**Bolman, Lee & Deal, Terrence, 2003, Reframing Organisations, 3rd edn, Jossey-Bass, San Francisco. Students are required to purchase 'Learning Materials' from the University Bookshop.

**Assessment:**Assignments, 50%; Case Study, 50%.

### **BMO5522 Human Resources and Employee Relations**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study aims to provide managers with knowledge of key human resource and employee relations issues, and examines the strategic function of Human Resource Management in organisational effectiveness. This unit of study includes the following topics: the development of human resource management; taking a strategically proactive approach to HRM; workforce planning and staffing; performance review and development within performance management systems; rewards management; workplace relations; developing a healthy and safe work environment, and international human resource management.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:**Book of Readings.

**Assessment:**Case Studies, 50%; Assignments, 50%.

### **BMO5533 Organisation Consulting and Counselling**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit adopts a problem-oriented and experiential learning approach to counselling, coaching and consultation processes and interventions in the workplace. Through the use of real world scenarios, students will integrate theoretical and empirical evidence to determine appropriate application of interventions to match situations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Demonstrate understanding of contemporary theoretical and applied research on consulting, coaching and counselling interventions and outcomes; 2. Synthesise knowledge from a range of sources to recommend and evaluate the most appropriate type of intervention to bring about desired changes in scenarios at individual, group and organisation levels; 3. Describe interpersonal and intercultural skills necessary for providing consulting, coaching and counselling advice in the changing workplace in local and global contexts; 4. Identify and solve complex problems for which counselling, coaching or consulting interventions would be effective; 5. Reflect on their current level of ability to provide interpersonal



support to staff through counselling, consulting and coaching; and 6. Demonstrate professional communication and interpersonal skills to convey complex knowledge of counselling, consulting and coaching and advocate positions to a variety of audiences.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business

**Required Reading:** Cox, E., Bachkirova, T. & Clutterbuck, D. (Eds.), 2010 The Complete Handbook of Coaching, London: Sage Publications Other readings will be supplied.

**Assessment:** Assignment, Individual Theoretical and Critical Paper, 20%. Project, Group Case Study Diagnosis and Intervention Design, 20%. Presentation, Group Presentation and Demonstration and Individual Reflection, 20%. Examination, Individual Examination, 40%.

### **BMO5535 International Employee Relations**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study is designed to develop an understanding of factors influencing the management of employee relations and human resource management in the global economy. Students will be made aware of contemporary international theoretical and practical developments in the management of human resources. Topics include global-local strategic decision-making; convergence theories and the influence of multinational corporations on foreign employment practices; cultural considerations and managing cultural diversity; managing expatriate relations; the interrelationship between international agreements/labour standards and employment policies and practices; and emerging issues and trends in the internationalisation of human resource management.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** To be advised by lecturer.

**Assessment:** Research Essay, 30%; Test, 40%; Class Study, 30%.

### **BMO5537 Topics in Employee Relations Management**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study aims to provide students with an opportunity to study in depth, issues of contemporary importance in industrial relations.

**Credit Points:** 12

**Learning Outcomes:** On completion of the unit of study, students should be able to critically examine issues and identify their impact on industrial relations and examine the change process as well as understanding the options for dealing with change. It will include topics such as new technology, industrial democracy, women and the labour market, occupational health and safety, and contemporary reforms to organisations.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:** To be advised by lecturer.

**Assessment:** Research Essay, 50%; Two Class Papers, 50%.

### **BMO5544 Industrial Relations**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit investigates the nature of industrial relations in Australia and critically reviews the interface between industrial relations institutions, workplaces and employment outcomes. Through analysis, debate and critical reflection, students will exhibit professional attributes of ethical practice, respect for cultural diversity, and consideration of local and global contexts and individual and public good when exploring the complexity of: causes and management of industrial conflict; employment regulation in Australia, management employee relations strategies; the role of unions and governments; industrial tribunals; and enterprise bargaining.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Exemplify professional judgement in identifying, deconstructing and solving a broad range of complex problems, creating new strategies and drawing on in-depth specialist knowledge, reflection and evaluation with regards to the framework of industrial relations in Australia;
2. Critically analyse and evaluate the key processes of industrial relations at the workplace level and their relationships to the institutions;
3. Critically discuss, analyse and evaluate the current and emerging industrial relations trends and debate their impact on the parties, processes and rules of Australian industrial relations; and
4. Persuasively advocate their recommendations in both written and oral form to a variety of specialist and non-specialist audiences.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Bray, M, Waring, P & Cooper, R 2011, Employment Relations: Theory and Practice, McGraw-Hill, Sydney.

**Assessment:** Presentation, Oral, 20%. Assignment, Essay, 30%. Examination, Final exam (2 hours), 50%.

### **BMO5547 Employee Development and Change**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** An ongoing need to develop Australia's workforce skills in response to the evolution of employer requirements has been identified by numerous studies. Australia requires leaders, managers, and highly skilled workforces that will enable it to successfully compete in contemporary globalised marketplaces. Students will identify learning needs to support organisational success and develop programs that add value to both the organisation and the individual. They will recommend a range of relevant delivery methods to support learning in contextualised workplaces and critically review how these align to current and future learning needs and to the learning styles of program participants.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Deconstruct the effects of the internal and external organisation environment, to professionally commentate on how these influence the shaping of human resource development strategies;
2. Critically review and contextualise the role of the employee development function in supporting achievement of organisational objectives;
3. Select the most appropriate method or methods to identify employee development needs at an industry, occupation, group or individual level;
4. Develop and align contextualised learning outcomes and program objectives and design programs to address identified needs and to support the creation of a knowledge environment;
5. Evaluate post implementation reviews of employee development programs against needs criteria and their contributions to sustaining knowledge communities; and
6. Critique the balance of responsibilities and power/authority between individuals and employers for maintaining currency of contemporary employability skills, knowledge and attributes.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the College of Business.

**Required Reading:** Wener, J.M. and DeSmone, R.L. 2013 6th edn. Human Resource Development South

**Assessment:** Assignment, Organisational analysis (LiWC or Case), 25%. Assignment, Task & person analysis (LiWC), 50%. Presentation, Facilitated learning, 25%. The above assessments have a total equivalent word count of 7000 to 8000 words.

## **BMO5550 Contemporary Employment Systems**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit critiques the nature of contemporary employment systems in industrialised countries. The unit investigates the ways in which the redefinition of the firm in the knowledge economy is affecting employment relationships, analyses the major changes occurring in employment systems, and critically reviews the implications of these changes for the management of employees. Students will contrast major differences in employment systems in OECD countries and their differing policy responses, situating Australian employment systems within the broader context of OECD countries. The major forces for change in employment systems will be deconstructed and reinterpreted to gain innovative insights into policy and practice implications of these changes.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Discriminate between the differing structure and attributes of national employment models in OECD countries and compare how the Australian employment model aligns with and differs from other OECD countries;
2. Critically review the significance of the shift to services for the Australian employment model and hypothesise about what this suggests about the nature of the society in which they are working;
3. Critique the nature of various forms of precarious employment in Australia compared to other OECD countries, contextualising the causes of and extent of low paid work in Australia compared with other OECD countries;
4. Conceptually map the changing structure of employment in Australia, particularly as it applies to female employees and younger workers contextualised within the nature of the society in which they are working;
5. Extrapolate from theoretical concepts and principles to propose and justify courses of action which facilitate ethical and socially responsible decision making in the provision of child care services for female labour market participation and child development in response to changing family structures; and
6. Advocate negotiated conclusions and justify professional decision-making to inter-disciplinary audiences demonstrating a high level of personal autonomy and accountability for both personal outcomes and those of the group.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Gough, R., 2014, Readings for BMO5550 Contemporary Employment Systems, Victoria University Watson, I., Buchanan, J. and Campbell, I. and Briggs, C., 2003, Fragmented Futures: New Challenges in Working Life Federation Press, Sydney

**Assessment:** Presentation, Assignment 1, Part A - Group Presentation, 10%. Report, Assignment 1, Part B - Group Report, 50%. Test, Individual Test, 40%.

## **BMO5564 Human Resource Management**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit applies theoretical and conceptual knowledge to develop creative problem solving of everyday human resource management (HRM) related issues and

challenges in the workplace. Within the context of broad major current themes and debates in the field, students will critique and dispute concepts and theories which underpin contemporary HRM. Students will use case studies to debate the efficacy of practical techniques, and current models and frameworks used in relation to HRM in organisations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically commentate upon the duality of staff and line management responsibility for the management of human resources;
2. Evaluate the strategic advantages attainable from effective human resources management planning and implementation techniques;
3. Interrogate the application of systems models to human resources management functions;
4. Apply relevant principles in the area of human resources practices in a legal, ethical and socially responsible manner to illustrate the role of culture, values and dispositions in affecting the attainment of goals;
5. Concisely advocate and justify professional judgements to specialist and non-specialist audiences through critical analysis, interpretation and contextualisation of theoretical propositions and the provision of evidence-based corroboration; and
6. Exemplify creative and innovative problem solving of complex professional challenges.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Kramar, R., Barttram, T. De Cieri, H. 2011 4th edn. Human Resource Management, Strategy, People, Performance McGraw-Hill Co. Sydney

**Assessment:** Presentation, In-class Presentation, 10%. Report, Research Report, 40%. Report, Case Study Report, 50%.

## **BMO5565 Human Resource Information Systems**

**Locations:** VU Sydney, City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study aims to investigate factors associated with the analysis, design and implementation of Human Resource Information Systems (HRIS's). The unit of study covers issues in needs analysis, user requirements, system selection and practical use of HRIS software that students are likely to encounter in a typical business organisation. It also includes a study of the change management issues associated with HRIS implementation and the development of HRIS's for strategic purposes.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically evaluate the administrative and strategic value of an HRIS and Web-based HR;
2. Develop reflective arguments on integration and change management issues relating to the implementation of HRIS's and their subsequent level of use; and
3. Demonstrate and critique skill sets necessary to develop HRM processes in SAP-HCM.

**Class Contact:** Equivalent to thirty-six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or run on-line as appropriate or by a delivery mode.

**Required Reading:** Kavanagh, MJ, Thite, M & Johnson, RD 2012, 2nd edn, Human Resource Systems: Basics, Applications, and Future Directions, Sage, Los Angeles, USA.

**Assessment:** Test, Theory Test & Practical Test, 35%. Other, On-line discussion, 15%. Project, Research Project, 40%. Other, Research Presentation and Discussion, 10%. The above assessments have a total equivalent word count of 6000 to 7000 words.

## **BMO5566 Occupational Health and Safety Management**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit of study aims to provide an understanding of factors contributing to occupational health and safety outcomes; provide an understanding of principles underpinning contemporary regulation of occupational health and safety and explore contemporary approaches to the management of occupational health and safety. The topics include: interdisciplinary perspectives on occupational health and safety; explaining occupational injury and disease; common workplace hazards; the regulation of OHS; contemporary workforce issues and OHS; worker involvement in OHS; OHS management systems: effectiveness and constraints; role of senior management commitment in effective OHS management.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:** Quinlan, M. & Bohle, P., 2000, *Managing Occupational Health and Safety: A Multidisciplinary Approach*, 2nd edn, Macmillan, Melbourne.

**Assessment:** Hazard/Industry summary, 20%; Short essay, 30%; Case Study/Research project, 50%.

### **BMO5567 Managing Workplace Conflict**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study deconstructs the contested and dynamic nature of workplace conflict, and critiques the processes for the resolution of conflict at workplace level. Praxis, to demonstrate the intricacies of balancing individual and public good, is at the heart of learning. Students will contextualise and modify professional knowledge and communication skills necessary for the effective processing of workplace conflict in a socially responsible, culturally appropriate and ethical manner

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review theories about the nature of conflict in the workplace as they relate to specific industries/sectors as applied to local, national or global organisations;
2. Critique the current debates about mediation and formal processes of Conciliation in Fair Work Australia;
3. Deconstruct the causes of interpersonal conflict in the workplace and the applicability of different types of mediation processes available to resolve such conflict to illustrate the dynamics of workplace communities and individual's responsibilities within these;
4. Decode the issues of neutrality with regard to choice of mediator and of the handling of potential power imbalances between the parties to interpersonal conflict;
5. Reflectively commentate upon the formal processes at workplace and tribunal level in handling disputes arising from Enterprise Bargaining Agreements and relevant discrimination and Occupational Health and Safety legislation; and
6. Conceptually map the role of HR departments and unions in formal dispute resolution processes.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Condliffe, P. 2013, *Conflict Management: A practical Guide*, Lexis Nexis Butterworth, Australia.

**Assessment:** Presentation, Presentation, 40%. Report, Report, 30%. Journal, Reflective Journal, 30%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### **BMO5568 Teamworking**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** Students completing this unit of study will develop skills, knowledge and competence in the implementation, management and leadership of teams. The topics include: the history of team working, individual team skills and models; typical team applications; creating enabling environments for teams; deciding when teams are, or are not, appropriate; team performance measures and rewards for teams; dysfunctional impacts of teams and teams as surveillance mechanisms; teams as part of high performance work systems; teams in cross cultural contexts and global organisations; interorganisational and virtual teams.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:** Case studies and Readings: BMO5568 Teamworking.

**Assessment:** Assignments, 50%; Case Studies, 50%.

### **BMO5572 Strategic Human Resource Management**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit critically examines the extent to which human resource management is strategic to organizational success in a global context. Alternative models of business strategy and the integration of human resource management are considered. The changing external environment of globalization and competition and the resultant restructuring of industries, labour markets and organizations is analysed so that the factors influencing managerial choice and employee choice in relation to the different strategies can be assessed. There will be a focus on strategic international human resource management and the issues facing organizations that operate in the international environment.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Identify and critically appraise the key differences between domestic and international human resource management;
2. Hypothesise the strategic advantages attainable from effective international human resource management;
3. Evaluate and exemplify contextual factors that influence international human resource management practice; and
4. Critically reflect on the important change in the professional role of the Human Resource Manager brought about by globalisation.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** Harzing, AW & Pinnington, AH 2011, 3rd edn, *International Human Resource Management*, Sage, Singapore.

**Assessment:** Essay, Essay, 15%. Report, Research report and presentation (team), 45%. Test, Class Test, 40%.

### **BMO5573 Change Evaluation for Business Excellence**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** This unit of study aims to develop students' ability to critically evaluate HRD systems for effectiveness and efficiency, and to develop their competencies and skills to match HRD techniques, methods and technology to the learning styles of an audience so as to maximise learning transfer. It also aims to enable students to determine and evaluate the process and outcomes of HRD so as to demonstrate its usefulness to an organisation. Topics will include models of HRD evaluation, appropriate methods and technology in HRD and evaluation, learning styles, performance indicators, and utility analysis.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as

approved by the Faculty of Business and Law.

**Required Reading:** Kirkpatrick, D., 1996, *Evaluating Training Programs: The Four Levels*, Bennett-Kohler, San Francisco. Campbell, Gordon, 1993, *The Little Black Book*, Victoria University, Melbourne.

**Assessment:** Individual Presentation, 15%; Group assignment (3000 words), 40%; Individual Assignment (2500 words), 45%.

## **BMO5574 Supply Chain and Logistics Management**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** The unit investigates the concept of supply chain management in the sourcing, provision and delivery of goods and services, including practical applications encompassing physical movement and storage, information systems support and collaborative relationships between partners in the supply chain, Supply chains as integration of strategies and operations to achieve end customer requirements. The unit also includes major logistics functions such as order processing, inventory management, distribution centres, transport and customer service as well as extension into international supply networks. Strategic planning of the whole supply chain for a product or service group including performance measurement, order-winning criteria and required policy actions are also explored. Integrating theoretical knowledge with professional practice, this unit of study delivery includes a site visit to review and investigate distribution centre operations.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically review and understand the concept of an integrated supply chain, or value chain, serving a set of customers in a wide range of situations;
2. Critically analyse a business case, write a report and undertake a collaborative group presentation on distribution, transportation and/or materials management with recommended improvements;
3. Gain hands on practice, demonstrate advanced level use and implementation of Advanced Planning and Optimisation (APO) software, SAP's supply Chain module to formulate a Supply Network Planning (SNP) and optimisation heuristics in a range of contexts; and
4. Formulate and justify a strategic logistic plan for a local manufacturing or service company in a supply channel and collaboratively suggest an action plan for future operations of a supply chain related industry.

**Class Contact:** Lecture 1.0 hr Tutorial 2.0 hrs

**Required Reading:** Sadler, I 2007, *Logistics and Supply Chain Integration*, Sage, London.

**Assessment:** Report, Individual SAP-APO module workshop and report writing, 30%. Case Study, Group case study Presentation and report writing, 20%. Project, Group Industry Project & Report Writing, 50%.

## **BMO5575 Planning and Control Through ERP Systems**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** To study the manufacturing planning and control (MPC) of manufacturing businesses and their supply chains using Enterprise Resource Planning (ERP) Systems. MPC enables the satisfaction of customer orders through demand management, production scheduling, materials requirements planning, capacity planning, the purchase of materials, manufacture, storage and distribution. Enterprise Resource Planning (ERP) Systems are used to integrate enterprise-wide information into a database and make that information available to managers. This unit of study uses an actual ERP system (SAP R/3) to exemplify the practical application of such systems. The unit of study will have a production planning focus and examine complete processes such as order processing and production scheduling. To

understand how business processes can use the Internet, area networks and other communications methods to plan and enable the manufacture and supply of products and services to customers. Unit of study delivery includes a site visit to view a real MPC system.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Acquire and apply knowledge and the underlying concepts and principles to production planning and control;
2. Develop the skills and ability to undertake reviews, consolidate and apply knowledge learnt into the integration of Manufacturing Resource Planning (MRP) and the Just-in-Time (or Lean) philosophy; and
3. Develop and apply skills to competently use SAP ERP systems that cover a wide range of planning tools in production planning and control.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:** Jakobs FR, Berry WL, Whybark DC & Vollman TE 2011, 6th edn *Manufacturing Planning and Control Systems*, Irwin/McGraw-Hill.

**Assessment:** Report, Research and Application Report, 50%. Presentation, Case Presentation, 20%. Assignment, Computer Assignment, 30%.

## **BMO5576 Operations and Logistics Strategy**

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** Operations and Supply Chain functional strategies are important to all manufacturing and service organisations. They are also a critical component of business strategy for the focal firm and its supply chain partners to provide goods and services to customers. Consequently this unit of study provides theoretical and practical underpinnings for the formation of operations and logistics functional strategies including applications to manufacturing and service organisations and their supply chains. Demonstrating a high level of personal accountability and autonomy, students construct a plan for design and implementation of the sourcing, manufacture and distribution of products and services which integrate the aspects of product and process definition, operations strategy, planning and control, the level of factory/process automation and the inclusion of employees as drivers of the system. The unit of study includes operations strategy content, product/process profiles, service delivery, supply chain strategy and strategic planning process. Unit delivery includes a site visit and/or guest lecturer.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically analyse the fundamental operations and logistics goals and strategies with application to manufacturing, service operations and supply chains;
2. Critically review and collaboratively provide professional recommendations on the aspects of product and process definition, operations strategy, planning and control, choice of business processes, specification of information systems and inclusion of employees as drivers of the system in a contemporary business context;
3. Formulate a detailed plan of operations and logistics strategies to develop competitive operations and logistics strategies for manufacture and distribution of products and services; and
4. Work collaboratively with other team members in preparing a group project report and delivering a professional class presentation based around selected issues/case study.

**Class Contact:** Lecture 1.0 hr Tutorial 2.0 hrs

**Required Reading:** Bowersox, DJ, Class, DJ, Cooper, MB and Bowersox, JC 2013, 4th edn, *Supply Chain Logistics Management* McGraw Hill, NY

**Assessment:** Assignment, Individual assignment on 'Capacity Strategy', 30%. Project,

Group research project and presentation, 40%. Research Paper, Individual report on selected 'Supply Chain Strategy Issues', 30%.

### **BMO5577 Competitive Innovation Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study aims to educate managers in the concepts, tools and techniques of radical and competitive innovation management; critically assess the value and applicability of these concepts, tools and techniques to particular organisation and industry contexts; and develop knowledge, educate managers in the concepts, tools and techniques of radical and competitive innovation management; critically assess the value and applicability of these concepts, tools and techniques to particular organisation and industry contexts; and develop knowledge, personal skills and competencies in the application of the above approaches. This unit of study includes the following topics: Radical/competitive innovation, key sources of radical/competitive innovation; major tools and frameworks used in industry, within Australia and internationally, to identify opportunities for radical/competitive innovation; developing and retaining a radical innovation capability; planning for and implementing a program to achieve radical/competitive innovation; major barriers to radical/competitive innovation and some ways these barriers can be overcome.

**Credit Points:** 12

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**Christiansen, J.A., 2000, *Competitive Innovation Management*, Macmillan, London.

**Assessment:**Assignments, 70%; Case Studies, 30%.

### **BMO5579 Green Logistics**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study aims to enhance student's understanding of the environment impact of logistics and global supply chains, where the processes behind converting raw materials into finished consumer goods, which are then being distributed to markets around the world, can have significant implications for the areas of air quality, noise and vibration, environmental disasters and global warming.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically analyse the environmental consequences of logistics and global supply chains; 2. Critically reflect on the established academic opinions of current literature and produce a well-structured and balanced individual report, on a sustainability-related topic, based upon current academic literature; 3. Exemplify the linking of theory with experience/practice by working in a small team in an industry/site context and produce a professional case study report; and 4. Work collaboratively with other team members in delivering a professional class presentation based around selected topics covered in their case study report.

**Class Contact:**Lecture 2.0 hrs Tutorial 1.0 hr

**Required Reading:**McKinnon, A Cullinane, S. Browne, M. & Whiteing, A., 2012 *Green logistics, improving the environmental sustainability of logistics* Kogan Page, GBR.

**Assessment:**Literature Review, On subject matter relevant to scope of unit, 20%. Case Study, Group exercise around findings from industry visit, 40%. Presentation,

Group presentation based on case study, 10%. Examination, Class test, 30%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### **BMO5601 Operations and Service Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit of study is to provide students with the concepts and practical elements of a business production system which makes and distributes goods and services to customers. Students will gain an understanding of the concept of service design; understanding of various manufacturing and supply chain policies; design transformation processes; investigate and analyse practical manufacturing and service management situations, and better understand service management as the conversion of resources, human effort and goods to achieve profitable and quality outcomes. Unit of study delivery includes a site visit to view a manufacturing or service facility.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students should be able to:

- understand the concept of service design and provision in a range of situations;
- understand various manufacturing and supply chain policies and their application and relevance to Australian industries;
- design transformation processes which use material, human and other resources to create products for customers;
- investigate, analyse and report on practical manufacturing and service management situations; and
- view service management, tangible and intangible, as the conversion of resources, human effort and goods to achieve the specified quality at a profit.

**Class Contact:** Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:**Hill, T., 2005, *Operations Management*, 2nd Edn., Palgrave Macmillan, Basingstoke, UK.

**Assessment:**Research Operations Assignment, 40%; Operations Case study, 10%; Sighted Examination, 50%.

### **BMO5602 Business Project Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit develops the technical, organisational and personal skills needed to manage complex projects in unstable, changeable environments. The emphasis is on achieving objectives while coping with the unexpected. Students will critically review conceptual understandings of how project management, with a blend of practice and tools underpinned by theoretical knowledge, enables successful project teams to unlock group creativity and productivity through setting goals; planning and monitoring progress towards these goals; sustaining high performance; negotiating up, down and across organisations; putting together compelling project presentations; managing risks; creating change; and sharing authority and leadership.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Identify and, scope a self-contained business project to address a specified issue,

designing and implementing a professionally structured plan to investigate the issue through execution, analysis, critical reflection and interpretation of relevant data; 2. Critically deliberate on the business benefits on delivering and sustaining change to achieve project outcomes in complex and dynamic settings; 3. Deconstruct the role of culture, values and dispositions in affecting the achievement of goals; 4. Devise and evaluate a professional-quality business project delivery capability that evidences capacity for group creativity; and 5. Extrapolate and interpret implications of creating a malleable environment exhibiting indicators of adaptive change to a broad audience and generate future responsive directions for practice-based investigations to contribute to the well-being of respective local and global communities.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Pinto, Jeffrey K. 2012 3rd edn. Project Management: Achieving Competitive Advantage Pearson Education Limited, Essex, UK

**Assessment:**Other, Article Discussion, 10%. Literature Review, Essay, 25%. Project, Project Proposal and Plan, 55%. Presentation, Project Plan Presentation, 10%.

### BMO5650 Managing Organisation Knowledge

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The need to develop the knowledge management skills of workforces has been identified both nationally and internationally. This unit investigates alternative strategies for managing knowledge and learning to enhance an organisation's continued performance and value creation. Strategies are contextualised within the social and cultural values of local and global communities and an individual's responsibilities within these frames of reference. Students will critique theories, frameworks, knowledge and skills relating to managing knowledge and learning in a variety of organisational contexts. A variety of techniques and technologies in knowledge management for individual, self-managing group work and collaboration will be used by students in the course of their study to enhance the students' ability to 'see what matters' in knowledge management and learning in the organisation.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Critically reflect on the organisational context of knowledge and role of emerging technologies in knowledge management; 2. Develop a critical perspective on communication, sense-making, knowledge transfer and sharing, and organisational learning through the lens of knowledge and learning as an intellectual capital; 3. Evaluate the value of organisational and individual learning to an organisation; 4. Create a culture for knowledge management and learning that responds positively to the challenges of managing, evaluating and measuring knowledge and learning outcomes in organisations; 5. Develop a framework for performance through managing knowledge and learning exemplifying consideration of the Learning-Knowledge Value Cycle; and 6. In collaboration with others, demonstrate responsibility and accountability for own learning and contributions to group outcomes.

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**Tryon, C., (2012) Managing Organizational Knowledge Management: 3rd Generation Knowledge Management and Beyond CRC Press, Boca Raton, FL

**Assessment:**Portfolio, Mind Mapping and Stories (Individual), 20%. Essay, Literature Review (Individual), 20%. Report, Case Study Report (Group), 45%. Presentation, Professional Presentation (Group), 15%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### BMO6050 Art and Practice of Leadership

**Locations:**City Flinders.

**Prerequisites:**BMO6506 - Work and Organisation SystemsPrerequisite does not apply to BMM Master of Management, BMCH Master of Change, Innovation and Leadership or BTOC Graduate Certificate in Organisational Management students.

**Description:**Globalization and the changing nature of organization mean that you are leading people and managing teams in complex environments. The unit examines the contextual challenges facing leaders, seeking to develop a deep personal understanding of leadership as a complex process of scanning the environment and setting the direction, and achieving organisational goals through influencing people both inside and outside the organisation. The dynamics of interpersonal power are investigated, with particular attention given to the leader as a social architect, implicit in the concepts of transformational and (values-based) authentic leadership.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Conceptually map leadership theory, practice and contemporary issues in a globalised environment taking a critical perspective; 2. Assess a leader's actions using an integrated theoretical framework; 3. Show evidence of enhanced personal knowledge, skills and attitudes (including cultural competence) as they relate to the effective exercise of leadership across boundaries; 4. Develop a personal leadership statement and action plan that demonstrates sound critical social analysis and a constructed understanding of what is an authentic leader; and 5. In collaboration with others, demonstrate responsibility and accountability for own learning and all aspects of the work or functions required by a team.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Shriberg, D. & Shriberg, A. (2012), Practicing Leadership: Principles and Applications, Fourth Edition, Wiley & Sons, NJ or Dalglish, C. & Miller, P. (2012) Leadership: Understanding its Global Impact Tilde University Press Australia

**Assessment:**Essay, Reflective essay, 15%. Case Study, Group presentation, 20%. Assignment, Reflective essay, 45%. Assignment, Leader philosophy and action plan, 20%.

### BMO6506 Work and Organisation Systems

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit examines the major organisational system issues that managers need to understand and respond to in the context of significant changes in the world. These issues are considered in terms of the interaction between people and the organisational context within which they work. The unit emphasizes two approaches. First, to gain knowledge and understanding of human behaviour and organisational systems/structures through applied learning opportunities and, in the process, learn how to be a more effective leader and manager. Fundamental concepts about organisations, individuals and groups in relation to leadership and management are themes included. Second, because reflective practice is at the heart of critical thinking, students will be asked to take a critical approach to their practice, and the context in which they work.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Explain fundamental terms related to workplace and organisational systems such as leadership, management, personality, job-fit, motivation, classical decision making; 2. Apply your understanding of these terms in view of contemporary issues such as knowledge workers, diversity, globalisation and culture facing organisations and managers in the working environment; 3. Critically evaluate the

relationship between managerial strategies and effective organisational performance;

4. Develop reflective arguments that analyse and evaluate the work organisation using multiple perspectives and theories; and 5. Demonstrate enhanced knowledge (organisational theory applied to social and personal context), skills (such as presentation, critical and conceptual skills), and attitudes (such as ethical behaviour, collaborative work and continuous learning) that contribute to effective workplace behaviour in organisations.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Judge, T & Robbins, S 2014, 14th edn, Essentials of Organizational Behaviour, Pearson Publishing, Upper Saddle River, N.J. Selected readings will be made available via the unit VU Collaborate site.

**Assessment:**Essay, Critical Thinking Essay, 15%. Test, Mid term test, 15%. Presentation, Present a Case Study, 20%. Examination, Final Examination (hurdle), 50%. To be eligible to pass the Unit, students must score a minimum of 40 percent (20 marks) in this final assessment.

### **BMO6507 Employee Relations Strategies**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit of study is to explore the significance of employee relations and human resource factors in business strategy and planning. Topics include the wider environment and patterns of employee relations in Western and Asian countries, the impact of new production systems on employee relations, the integration of business strategy and employee relations, business strategy and management in payment and reward systems, differing corporate strategies to the development of employee skills and participation, the role of employee relations strategies in the process of organisational change, the development of enterprise bargaining and union restructure, the function of internal labour markets and their relationship with payment systems and skill formation, occupational health and safety and workplace reform and negotiation skills.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**Boxall, P. and Purcell, J., 2003, Strategy and Human Resource Management, Palgrave Macmillan, London. Case Studies and Readings, BMO 6507, Employee Relations Strategies.

**Assessment:**Research Essay, 50%; Examination, 50%.

### **BMO6508 Operations Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This subject introduces students to the concepts and practice of operations management for manufacturing and service businesses in private and government enterprises. Managers and executives require an understanding of business production systems from the perspectives of customers, employees, directors, information communication and value streams. The integrated management of operations and the outsourcing of services and production is an important requirement for businesses.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to: 1. Deconstruct the concept of service design and provision in a range of situations; 2. Critically evaluate various manufacturing and supply chain policies and theories, and interpret their application and relevance to contemporary industries; 3. Adapt and justify the design of transformation processes which use material, human and

other resources to create products for customers in a given context; 4.

Collaboratively investigate, analyse and report on practical manufacturing and service management situations in a specified industry, making effective recommendations; and 5. Critically review service management, tangible and intangible, as the conversion of resources, human effort and goods to achieve the specified quality at a profit.

**Class Contact:**Lecture1.0 hrTutorial2.0 hrs

**Required Reading:**Hill, T. 2012 3 Operations Management, Palgrave Macmillan, Basingstoke, UK.

**Assessment:**Assignment, Research Operations Assignment, 30%. Case Study, Group Presentation, 20%. Examination, Final Exam, 50%.

### **BMO6509 Leadership and Corporate Governance**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study aims are to develop the knowledge, personal skills and competencies to effectively lead their organisations; manage the roles and responsibilities of members of the Boards and or as senior executives of government or private sector organisations; and make corporate decisions based on ethical principles and social responsibility.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Understand corporate governance, and the roles, duties, responsibilities and functions of boards, members and officers so as to understand their personal liabilities and responsibilities as a director or manager of a corporation; 2. Understand the role of the Chairman and the importance of leadership in companies and be familiar with various governance models in the public and private sectors in an Australian as well as in an international context; 3. Use practical tools and techniques to strengthen corporate governance strategies in their organisations, and be able to assess the performance of boards and board members; and 4. Use their knowledge, personal skills and competencies to effectively act as a member of a board and understand how to manage corporate ethical behaviour, especially the key relationship between leadership behaviours, ethical climates and good governance.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Baxt, R (2010) 19th Edition Duties and Responsibilities of Directors and Officers Australian Institute of Company Directors, Sydney Rowe, W.G and Guerrero, L (2010) Cases in Leadership Sage Publication, Boston Massachusetts

**Assessment:**Essay, Essay, 15%. Assignment, Assignment, 35%. Presentation, Case Study and Presentation, 50%.

### **BMO6510 Government and Business Relations**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study aims to provide students with an understanding of the theory and practice of government and business relations in Australia and overseas and to develop students' investigative, analytical and interpretative skills and competencies with regard to the study of government and business relations. On completion of the unit of study students should be able to describe the major functional domains of government in Australia and the role of governments in countries with whom we trade; understand the approaches available to business leaders, organisations and governments to influence or to direct public policy.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as

a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**To be advised by lecturer.

**Assessment:**Continuous assessment and case studies, 60%; Examination, 40%.

### **BMO6511 Strategic Management and Business Policy**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**Strategic Management examines the decisions, actions and processes undertaken by firms for success, growth and change in a business environment. Managers at all levels are involved in the strategic management process and must be able to utilize an advanced body of knowledge and skills to plan and problem solve in this area. This unit of study will explore the principal elements in external and internal environments which impact on organisations and consider how current theoretical frameworks and the interdisciplinary and professional knowledge base respond to complex issues. High level analytical and planning skills will be required to prepare relevant business plans.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Identify and evaluate the impact of key environmental factors, including economic, social, technological and political, on the strategic management context;
2. Critically review the major models used in strategic analysis;
3. Justify the applicability of strategic choices based on consideration of implementation factors and conditions;
4. Evaluate designated strategic management tools in order to recommend appropriate strategic responses to business problems;
5. Theorise the implications of business strategy choices on functional strategies, including marketing, operations and finance management; and
6. Design a strategic plan for an organisation.

**Class Contact:**Lecture 1.0 hrTutorial 2.0 hrs

**Required Reading:**Thompson, A, Peteraf, M, Gamble, J, Strickland A.J., (2011) 18th ed. *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases*, McGraw-Hill, Australia.

**Assessment:**Assignment, Group Assignment, 20%. Presentation, Individual and Group, 20%. Examination, Final Exam, 50%. Assignment, External Analysis, 10%.

### **BMO6512 International Policy Studies**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study aims to develop and use conceptual frameworks for the comparative analysis of public policy making; to determine recent developments in the study of policy analysis and the processes of policy formulation, implementation and evaluation; and to study major issues central to global policy.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**To be advised by lecturer.

**Assessment:**Essay, 15%; Assignments, 35%; Case Study and Presentation, 50%.

### **BMO6532 International Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of this unit of study is to develop an understanding of International Business from a management perspective. Specifically to consider contemporary issue in International management that illustrate the unique challenges faced by managers in the international business environment. Moreover to cover a range of international issues from a global perspective by focusing on cultural

dimensions and the key concerns to multinational and global corporations. Topics to be covered include: The international business environment; managing resources in the international context; managing international business operations.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**To be advised by lecturer.

**Assessment:**Case Study, 40%; Case Study Presentation, 10%; Final Examination, 50%.

### **BMO6622 Managing Innovation and Entrepreneurship**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit investigates theoretical concepts of creativity, innovation and entrepreneurship and the skills and competencies to apply this knowledge effectively to diagnoses the need for, identify and leverage an opportunity and create solutions to contemporary business or societal challenges both locally and globally. The unit provides an authentic and evidence based learning experience of the study of the concepts of creativity, innovation, intrapreneurship and entrepreneurship in which learners engage and apply to planning, strategizing and decision making in professional, commercial and social contexts. The unit stimulates students to challenge the way in which entrepreneurs grow within, flourish and are perceived by and contribute to diverse societal contexts and to interpret this understanding to analysing and critiquing contemporary international entrepreneurial trends and dilemmas as responsible ethical and global citizens. Important paradoxes are posed for students to express the way in which human ingenuity translates to business endeavour which can have both positive and negative consequences individuals, societies and nations. Contemporary scenarios and examples are given to enable students to apply developing knowledge to create an entrepreneurial venture that generates economic, social or environmental benefit and which is sustainable.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically review the issues that influence how human creativity translates to innovation and entrepreneurship and how this transitional process is enabled and managed in different types of settings and organisational forms;
2. Critically interrogate and evaluate the literature on entrepreneurship and apply that understanding to interpret the steps in the successful trajectory of entrepreneurial ventures;
3. Abstract, analyse and apply knowledge of relevant literature to create stimulating and facilitating innovative visual and interactive activity to demonstrate and educate a range of audiences about entrepreneurship in a range of global and local;
4. Integrate and deconstruct knowledge and learnings from a range of contexts and disciplines to conceptually map, apply and make recommendations for the management of innovation and entrepreneurship for a given organisational context;
5. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/professional challenges through work collaboratively on an innovative new venture; and
6. Plan and execute a substantial evidence based multidisciplinary innovative project or business venture through the development of a business plan that is grounded in an authentic entrepreneurial proposition as a capstone experience that demonstrates capability to generate and evaluate complex ideas and concepts at abstract and practical levels.

**Class Contact:**Lecture 2.0 hrsTutorial 1.0 hr

**Required Reading:**A comprehensive list of required readings such as journals, business review publications and selected book chapters will be made available via



the unit VU Collaborate site.

**Assessment:**Case Study, Interview Summary and Poster, 20%. Assignment, Literature review, 30%. Project, Business plan and Report, 40%. Presentation, Presentation of case study, 10%.

### **BMO6623 Strategic Analysis and Decision Making**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study is designed to develop each participant's knowledge, skills and capabilities in understanding organisational strengths, weaknesses, opportunities and threats in national and international contexts, and in understanding how these are used in strategic decision making. Topics covered include: environmental analysis, internal organisational analysis, models and techniques for developing strategic alternatives and for implementing and evaluating strategies, and factors affecting how strategic decisions are made, implemented and evaluated in organisations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

- Undertake an environmental analysis;
- Complete an internal analysis of an organisation;
- Apply various models and techniques for generating strategic alternatives, implementing strategies and their evaluation;
- Develop a framework for a strategic plan for an organisation; and
- Understand and be able to apply in practice the complex factors that impact upon rational and non-rational strategic decision making.

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**A booklet of readings prepared for this unit of study and available for purchase through the University Bookshop.

**Assessment:**Seminar presentation, 20%; Case study (1,500 words), 30%; Essay (2,500 words), 50%.

### **BMO6624 Organisation Change Management**

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit develops contemporary understanding of organisational design, organisational change and development through contextualisation of common challenges for change in both traditional and new organisational forms. Students are challenged through interrogation and critical reflection on practices and theories of critical and conventional theories and models of change. Students will advance their diagnostic skills, competencies and processes in assessing the need for change, and the development, implementation, and evaluation of change strategies at all organisational levels. Solutions to complex change management problems will be derived in a socially and culturally responsible manner, where students will advocate and substantiate recommendations grounded in scholarly literature to demonstrate professional responsibility and accountability.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically review the components and processes of organisation change and their implications for managers in contemporary and emerging organisations;
2. Investigate, interpret and assess various change and development philosophies and models as techniques to achieve socially responsible and culturally-relevant solutions;

3. Demonstrate, clearly articulate and facilitate a change management intervention with in a group which is grounded in theory and evidence and exhibits a high level of collective professionalism;
4. Ascertain and develop change strategies for the individual, group, inter-group and organisation levels in situations of incremental or discontinuous change that demonstrate a balance between individual and public good;
5. Determine and explore the significant managerial and leadership implications of managing change in organisations and persuasively advocate recommendations to specialist and non-specialist audiences; and
6. Adapt skills in change management processes to meet emerging challenges posed by new situations and contexts, exhibiting a high level of personal accountability and autonomy.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Waddell, D.M., Cummings, T.G. and Worley, C.G. 2014. 5th Edn. Organisational Change: Development and Transformation. Asia Pacific edition. Cengage Learning: South Melbourne.

**Assessment:**Literature Review, Literature Review and Critique, 30%. Project, a) Group Project Presentation - 10% and b) Group Project Report- 20%, 30%. Case Study, Individual Case Analysis of a major Transformational Change, 40%.

### **BMO6625 Performance Management and Rewards**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The unit of study critically reviews key trends and issues in performance management and rewards, and debates the strategic importance of issues arising from balancing critical elements within the system of rewards and performance management. Students will: critical analyse performance management ethics through issues-based lenses critiquing expected as well as unintended strategic, organizational, team and individual outcomes that may emerge from performance management. Contemporary theory and practice in performance management will be contested through critical analysis and critical theory will inform critiques of the history of performance management; popular techniques for conducting performance evaluations; the links between performance evaluation and systems of remuneration and opportunities for employee development and promotion.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critique key trends and issues in performance management systems and rewards;
2. Critically analyse the tangible and intangible strategic value of performance management systems;
3. Apply theory to practice in an action learning project on performance management and remuneration systems;
4. Extrapolate from theoretical concepts and principles to propose and justify courses of action which facilitate decision making in a variety of performance management contexts, both locally and globally; and
5. Advocate conclusions to and justify professional decision-making to inter-disciplinary audiences demonstrating a high level of personal autonomy and accountability for both personal outcomes and those of the group.

**Class Contact:**Lecture2.0 hrsTutorial1.0 hr

**Required Reading:**Shields J. 2007, *Managing Employee Performance and Reward Concepts, Practices, Strategies*, Cambridge University Press, Cambridge.

**Assessment:**Project, Action Learning Project, 40%. Report, Literature Research Report, 50%. Presentation, Presentation of Research findings, 10%. The above assessments have a total equivalent word count of 7000 to 8000 words.

### **BMO6630 Business Research Methods**

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**The purpose of the unit is to provide students with a firm foundation and understanding of business research methods and the research process. Instruction will be provided which will enable students to perform effective literature reviews. Students will be instructed in various research methodologies, the importance of ethical research conduct, and considerations of sampling and fieldwork to assist them with designing an appropriate method for their research. Students will be trained in the presentation of results, exposition of processes and methods used and conclusions drawn.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Review, analyse and critique discipline-based knowledge in businesses and organisations to identify and interrogate complex problems and develop a broad perspective of discipline-related research undertakings, both in general and more specifically research within one or more sub-disciplines;
2. Critically review basic research construction and evaluation and demonstrate discipline-appropriate application of research terminology;
3. Justify the use of research methodologies as relevant to particular examples of social and business research investigations;
4. Conceptually map the research process, identifying researchable problems and developing a defensible conceptual framework for research;
5. Conduct critical reviews of research output; and
6. Discriminate theories relevant to the applicability and limitations of experimental, survey and case study research.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Articles and case studies.Bryman, A., & Bell. E. (2011) 3rd ed Business Research Methods: A Managerial Approach Oxford University Press, Oxford

**Assessment:**Literature Review, Literature review & structured abstract, 30%. Other, Questionnaire development, piloting & administration, 40%. Examination, Exam, 30%.

## BMO7000 Advanced Organisational Behaviour

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**Organisational behaviour is an interdisciplinary field drawing from numerous disciplines including psychology, sociology, economics, organisation theory, statistics, and several others. This unit of study will expose you to advanced behavioural science theories and applications in management including cognitive theory, psychodynamics and psychoanalysis. It is designed for those who have an interest in understanding, critiquing, and analysing behaviour in organisations. The primary aim of the unit is to improve your understanding of how people behave and interact within organisations. Having a greater knowledge of employee behaviour will help you understand attitudes and behaviours of your co-workers, subordinates, supervisors, and clients. Importantly, the unit will help you to better understand your own past and future behaviours as a member and manager (leader) within an organisation and those that's around you. The unit extends beyond the introductory organisational behaviour course by focusing on provocative and current topics including the changing nature of workforce, contracting, consulting, global workforce mobility and knowledge economy.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Evaluate real-world, multi-faceted, complex behavioural problems in organisations, and propose creative solutions based on theoretical underpinnings. The theoretical knowledge is crucial as it will allow you to return to 'first principles' in order to solve the new problems that you will face, continually, as a manager;
2. Critically analyse and cross-examine the work and approaches of different schools of thought and theorists writing on organisational behaviour and interpret their relevance to

3. Review current academic research that provides the basis of our knowledge for professional practice in understanding the behaviour of people, the role of culture, values and dispositions in affecting achievement of goals within diverse organisations;
4. Develop analytical skills through case study based methods of learning that will help you develop sufficient confidence and competence to be in a position to comprehend, appraise recommend and initiate improvements to organisational policies and practices regarding human behaviour in the work place, with ethical accountability and confidence; and
5. Advocate the concept of positive and constructive employee behaviour and attitudes, and how this in turn shapes performance and capacities required to contribute to a more equitable and sustainable world.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**A collection of relevant journal articles together with Harvard case studies and case videos will be used for each lecture session. There will be no prescribed textbook.

**Assessment:**Assignment, Individual Critique of the Literature (3500 words), 30%. Case Study, Group evaluation of a real-time case study & Presentation (3000 words), 30%. Examination, Final examination, 40%.

## BMO7001 Organisational Diagnosis and Change

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**This unit of study will help students' learn the skills involved in conducting a systemic, organisational diagnosis. The unit specifically places emphasis on systems thinking, psychodynamic organisational theory, and appreciative inquiry as ways into understanding organisational issues and problems. A broader aim is to examine how systems thinking can be incorporated in action research interventions to successfully implement change. The unit intends to provide participants with the theoretical constructs and application skills necessary for identifying and framing problem areas, collecting data, and organising feedback to client systems. Real-time case examples will inform our discussions as we consider the relationship between diagnosis, organisational reflection, and appropriate action.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Devise and prescribe applicable and robust approaches to diagnose problems in organisations and implement organisational reviews with accountability;
2. Interrogate data collected and advocate an innovative intervention plans as suitable to current organisations;
3. Critically analyse and synthesise various models of systems change practiced in contemporary global, multinational settings and theorise and adjudicate their applicability to Australian contexts, respecting and valuing diversity; and
4. Contextualise approaches to systems thinking in resolving multi-dimensional, real-world complex problems with creativity, leadership and initiative.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**A collection of relevant journal articles together with Harvard case studies and case videos will be used for each lecture session. There will be no prescribed textbook.

**Assessment:**Assignment, Individual Critique of the Literature (4,500 words), 30%. Case Study, Group examination of a real-time case study from participating organisation (3500 words), 30%. Examination, Final examination, 40%.

## BMO7002 Technological Change and Innovation

**Locations:**VU Sydney, City Flinders.

**Prerequisites:**BMO6511 - Strategic Management and Business Policy

**Description:**The importance of technological change and innovation within

organisations has increasingly become critical as firms struggle to achieve and maintain competitive advantage in a fast changing global markets. The speed of technological change has not only brought innovation and efficiency but has also created a challenge for many organisations that still grapple with its complexity. Often the relationship between technological change and organisational change is not comprehended which leads to significant innovations being resisted, become victims to competing ideas, or fail to be sustained. This unit of study will help students learn how new technologies are aligned and implemented within organisations to remain competitive. Using insights from case studies and real life examples, students will be able to analyse problems and challenges relating to technological change and design solutions.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically analyse and understand the scope of technological change as key drivers of innovation in wide ranging, contemporary organisations;
2. Review and interpret the theoretical knowledge underlying the technological change and infer on the ways firms come up with innovations;
3. Critically evaluate the complexities that surround technological change and organisational change when implementing new ideas and technology in Australian and global contexts;
4. Network and collaborate effectively in resolving complex technology adoption problems in local and multi-national organisations. Appreciate the importance of teamwork - in particular multidisciplinary teamwork and high performing teams;
5. Analyse and compare different innovation processes using a series of real-life case studies and evaluate the differences between technological change and organisational change recommending sustainable strategies to manage change; and
6. Validate project management methodologies including agile methodology and various tools through their expert use in contemporary organisational contexts.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** A collection of relevant journal articles together with Harvard case studies and case videos will be used for each lecture session. There will be no prescribed textbook.

**Assessment:** Assignment, Critique of the Literature (3500 words), 30%. Case Study, Evaluation of a real-time case study from participating organisation (3000 words), 30%. Examination, Examination, 40%.

### BMO7003 Managing Change and Complexity

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** Prescriptions on "best" ways to change organizations are in abundance. Yet what most organizations experience when they attempt to change is not as straightforward as the prescriptions suggest. Change, whether internally generated, or externally confronted, is not a neat and clearly marked journey from a present state to a desired state. The complexity that surrounds organisations is not in designing the change journey but in dealing with complex relations with human behaviour. As such, the central debate in the field is, can employee behaviour and attitude be "managed and controlled" during change implementation? This unit will focus on the debate and will provide students with an opportunity to critically evaluate and articulate various models of change and help appreciate the complex and paradoxical nature of managing organisational change. Students will have an opportunity to learn from real life case examples that will include both success and failure stories of managing change. Using insights from the case examples, students will be able to analyse problems and challenges relating to managing change in their own organisation.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Critically analyse and understand the complexity that surrounds managing change in organisations;
2. Review and interpret the theoretical knowledge underlying organisational change management and infer on the ways organisations develop change and communication strategies in organisations;
3. Critically evaluate the complexities that surround technological change and organisational change when implementing new ideas and technology in Australian and global contexts;
4. Network and collaborate effectively in resolving complex challenges surrounding employee behaviour during change implementation in local and multi-national organisations. Appreciate the importance of teamwork - in particular multidisciplinary teamwork;
5. Analyse and compare real-life case studies and evaluate the why some organisations are successful while implementing change while others fail and recommend a sustainable change framework; and,
6. Develop the ability to think strategically from the perspective of senior management in leading organisational change.

**Class Contact:** Seminar 3.0 hrs

**Required Reading:** A collection of relevant journal articles together with Harvard case studies and case videos will be used for each lecture session and will be made available via the unit VU Collaborate site.

**Assessment:** Literature Review, Critique of the Literature on a chosen topic from the unit guide (3,000 words), 30%. Case Study, Group Case study & Presentation - Evaluation of a real-time case study from participating organisation (3,000 words), 30%. Examination, Final Examination (1500 words), 40%.

### BMO7004 Strategy and Strategic Change

**Locations:** City Flinders.

**Prerequisites:** Nil.

**Description:** Rapidly changing global business environments have changed the way in which organisations traditionally developed and implemented corporate strategy. As the world moves towards a knowledge-based economy, senior executives are faced with challenges and contradictions of efficiency versus creativity and exploitation versus exploration when effecting significant strategic change in their organisations. This unit invites students to reflect on the ambiguity and the unpredictability of organisation life and explore the links between strategy development, corporate culture, and managerial action. In addition, the unit provides students with different perspectives on strategy and examines concepts, theoretical frameworks and techniques that are useful in understanding, formulating and implementing successful strategy. It also describes the origins and development of business strategy, the existing strategic paradigms, competing or alternative theoretical frameworks and their implications.

**Credit Points:** 12

**Learning Outcomes:** On successful completion of this unit, students will be able to:

1. Think analytically, that is, integrate different components of strategic frameworks and link them to outcome;
2. Critically analyse and understand the challenges facing the current global business environment and its implications to strategy development and implementation;
3. Review and interpret the major theoretical frameworks underlying Strategy and Strategic Change and infer on the ways organisations can utilise them;
4. Network and collaborate effectively in resolving complex challenges surrounding strategy implementation in local and multi-national organisations. Appreciate the importance of teamwork - in particular multidisciplinary teamwork;
5. Analyse and compare real-life case studies and evaluate the why some organisations are successful while implementing strategic change while others fail and recommend an alternative framework for example creating a knowledge-based entity; and,
6. Develop the ability to think strategically from the perspective

of senior management in leading strategic change.

**Class Contact:**Seminar 3.0 hrs

**Required Reading:**A collection of relevant journal articles together with Harvard case studies and case videos will be used for each lecture session and will be made available via the unit VU Collaborate site.

**Assessment:**Literature Review, Critique of the Literature on a chosen topic from the unit guide (3,000 words), 30%. Case Study, Group Case study & Presentation - Evaluation of a real-time case study from participating organisation (3,000 words), 30%. Examination, Final Examination (1500 words), 40%.

### **BMO7700 Thesis (Fulltime)**

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**BMO6630 - Business Research Methods

**Description:**The minor thesis provides students with an opportunity to apply knowledge, competencies and skills gained and developed through the coursework programs to the solution of a business problem. The research thesis of approximately 12,000 words of publishable quality is based, ideally, on the proposal developed in the unit of study Business Research Methods. The thesis topic must be approved by the course director.

**Credit Points:**36

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**To be advised by supervisor.

**Assessment:**Thesis, 100%. Pass/fail based on a panel examination of the thesis.

### **BMO7701 Thesis (Part Time)**

**Locations:**Footscray Park, City Flinders.

**Prerequisites:**BMO6630 - Business Research Methods

**Description:**The minor thesis provides students with an opportunity to apply knowledge, competencies and skills gained and developed through the coursework programs to the solution of a business problem. The research thesis of approximately 12,000 words of publishable quality is based, ideally, on the proposal developed in the unit of study Business Research Methods. The thesis topic must be approved by the course director.

**Credit Points:** 18

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Required Reading:**To be advised by supervisor.

**Assessment:**Thesis, 100%. Pass/fail based on a panel examination of the thesis.

### **BMO7744 Readings in Labour Studies**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The main purpose of this unit of study is to develop students' reading, research and analytical skills and to prepare students for advanced studies in industrial relations. Course content includes a book review on a topic of general interest; several pieces of analytical reading to be both presented in class and written formally; development of a critical literature review; and development of research papers. Each component is to be thoroughly discussed in class in a way which seeks to enhance students' skills of analysis and critique.

**Credit Points:** 12

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode.

**Required Reading:**To be advised by lecturer.

**Assessment:**Research Paper, 20%; Literature Review, 40%; Book Review, 40%.

### **BMO8002 Phd (Research) (Full Time)**

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Student should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 48

**Class Contact:**Three years full time, Six years part time.

**Required Reading:**To be advised by lecturer.

**Assessment:**Research Paper, 100%.

### **BMO8003 Phd (Research) (Part Time)**

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**The unit of study is designed to provide training and education with the objective of producing a graduate with the capacity to conduct research independently at a high level of originality and quality in the field of business. Student should uncover new knowledge either by the discovery of new facts, the formulation of theories or the innovative reinterpretation of known data and established ideas. The final thesis is expected to be well-written and to reveal an independence of thought and approach, a deep knowledge of the field of study and to have made a significant original contribution to knowledge.

**Credit Points:** 24

**Class Contact:**Three years full time, Six years part time.

**Required Reading:**To be advised by lecturer.

**Assessment:**Research Paper, 100%.

### **BMO9800 Research Thesis (Full Time)**

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**Preparation of research thesis.

**Credit Points:** 48

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Assessment:**Research Thesis, 100%.

### **BMO9801 Research Thesis (Part Time)**

**Locations:**City Flinders.

**Prerequisites:**Please Enquire.

**Description:**Preparation of research thesis.

**Credit Points:** 24

**Class Contact:**Equivalent to thirty six hours per semester normally to be delivered as a combination of lecture, seminar, tutorial and or/workshop or a delivery mode as approved by the Faculty of Business and Law.

**Assessment:**Research Thesis, 100%.

## BPD1100 Integrated Business Challenge

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**Nil.

**Description:**The Integrated Business Challenge is the first unit in the Business challenge stream. This unit will support students in their transition to University, engage students in student centred learning within group experiential activities and provide a challenge to students in an integrated activity that draws upon other first year discipline units. The unit aims to develop skills that are necessary for professional, personal and academic learning. The challenge project will provide challenge, flexibility and model a real world business context. It will feature both individual and team activities within a professional business framework. The challenge project will draw upon marketing, financial, legal, and managerial decision making and problem solving. The challenge project will make an explicit link between the other first year units and the range of specialisations available within the College. Learning activities will be scaffolded to include team dynamics and conflict management, critical thinking and information analysis, academic skill formation with both written and presentation business communications. Learning activities will develop reflective writing on team formation and management of team conflict, peer review of the team component of the challenge task, team based report and various presentation styles and formats, online group collaboration review and academic writing and referencing assessment.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Identify and appreciate the social, cultural, political, economic and legal dimensions on effective business practice;
2. Apply knowledge, skills and understanding of fundamental aspects of the first year specialisation units within a professional business framework;
3. Define, contextualise and apply information and problem definition with a problem solving framework to develop strategies to solve business problems through an open-ended experiential learning task;
4. Apply problem-solving strategies to business issues using effective verbal, written and visual modes of delivery;
5. Understand the cognitive and dispositional dimension of critical thinking;
6. Reflect insightfully on learning to demonstrate personal awareness, self-motivation and change readiness;
7. Identify, appreciate and develop skills, interests and motivations in individual and multidisciplinary team settings; and
8. Apply team-work skills to work collaboratively on open-ended tasks and produce timely outcomes.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Fogler, HS, LeBlanc, SE, Rizzo, B 2014 3rd edition Strategies for creative problem solving Prentice-Hall Ed., New Jersey.

**Assessment:**Journal, Reflective journal, 10%. Essay, Problem working activities, 20%. Test, Individual and team readiness test, 20%. Case Study, Open-ended, experiential learning activity, report, and presentation, 50%.

## BPD2100 International Business Challenge

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**BPD1100 - Integrated Business ChallengeStudents must also have successfully completed a minimum of 8 units.

**Description:**International Business Challenge is the second unit in the Business challenge stream. The unit focusses on engagement with global business particularly in Asia, business project management and career development and management. The unit continues the development of academic, professional and personal skills commenced in the First Year units and in particular in the Integrated Business Challenge unit. The International Business Challenge unit provides an international context to analyse the trends and opportunities in the global market through a

problem solving and project management framework via an international project. Students develop an intercultural understanding from a personal, professional and business perspective as well as an appreciation of the distinctive nature of working in diverse local and global communities. The International project will utilise project management and problem solving principles in the development of business concept proposals and business plans. Students develop and deliver unique entrepreneurial ideas and apply their learning in other business units to a current business problem and sell their proposal to decision makers in a simulated highly competitive business environment. This unit of study expects all students to utilise knowledge from a broad range of other discipline areas including, business analysis and management, operation management, project management, business economics, marketing, human resource management, accounting, finance, business law, information technology, corporate social responsibility (CSR) and ethics management. Students commence the development of a career portfolio that involves designing their career plan, CV and a professional webfolio which can be used to market students skills and abilities to prospective employers. This enables students to evidence the incremental growth of their interrelated business and professional skills. The unit is based on an action learning model which aims to continue to develop students skills in critical thinking, problem solving and collaborative working through group and teamwork, interactive class-based activities, team-based projects and a case study approach to business issues. Students in this unit are expected to work in diverse team environments, while developing beneficial lifelong skills such as organisational skills, conflict management skills, problem solving skills, research skills and communication skills.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Scrutinise organisations and communities, with initiative and judgement to identify international business challenges and opportunities;
2. Contextualise and apply business research skills including data collection, analysis and evaluation of business information in an international setting;
3. Creatively scope, design, implement and monitor business-related action plans, strategies and projects that would contribute to professional practice and address international business problems;
4. Exemplify effective interpersonal and professional collaborative skills and intercultural understandings to respectively manage team diversity and effectively deliver intended business outcomes;
5. Reflect upon the effectiveness of interpersonal, professional and business skills to plan and monitor the development and management of relevant skills and attributes in a changing international business environment;
6. Select and justify the selection and structure of evidence to substantiate the design of an effective, coherent career plan within a career eportfolio; and
7. Cogently argue the effectiveness of a business pitch through corroborating evidence in an oral presentation to a variety of audiences.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Students are expected to read the weekly readings and resources available through VU Collaborate International Business Challenge before each seminar.Fogler, HS, LeBlanc, SE, Rizzo, B 2014 3rd ed Strategies for creative problem solving Prentice-Hall Ed., New Jersey. Kezner, H 2010 Project Management, Best Practices [electronic resource]: Achieving Global Excellence John Wiley & Sons, New York E-book available to read online through VU Library.

**Assessment:**Portfolio, e-portfolio / webfolio (Individual), 30%. Assignment, Business Case Draft (15%) and Business Case Final (25%), 40%. Presentation, Business Case Updates (Team Presentation), 20%. Presentation, Business Pitch (Team Presentation), 10%.

## **BPD31 00 Applied Business Challenge**

**Locations:**Footscray Park, VU Sydney, City Flinders.

**Prerequisites:**BPD2100 - International Business Challenge Students must also have successfully completed a minimum of 16 units. Does not apply to students completing; BBCO Bachelor of Commerce (Applied Finance), BBLC Bachelor of Commerce (Applied Finance)/Bachelor of Laws, LHLC Bachelor of Laws(Honours)/Bachelor of Commerce (Applied Finance)

**Description:**This unit is the third unit in the Business Challenge stream covering three broad areas of specialised business knowledge, internationalisation, personal attributes and professional skills. This is a capstone unit which focuses on the development, demonstration and application of students skills around the themes of leadership and challenge provides a thematic link from the Business Challenge stream as well as business specialisations. In this unit, students will demonstrate their understanding of the business environment and the knowledge and skills required for professional practice. The assessments emulate professional practice by combining multi-disciplinary, simulation and research based projects. Projects may be located in the workplace, the community or on-site and may be supported by Alumni and Business Mentors as Project Managers. Students will critically evaluate their personal and professional skills and how these can be used to support business and personal decision making. In a workplace setting students will be able to examine issues of problem identification, planning and problem solving strategies. Students will be able to reflect on the transition from academic to workplace environments and reflect on their career plans. The unit will provide flexibility through a choice of three capstone challenges; research challenge, discipline challenge and multi-discipline challenge. Students will select the challenge that best positions them for entry into the workforce or further study. The research capstone challenge is structured with research candidature, progress reporting, presentation and final research artefact. The duration of the research challenge is 14 weeks and the scope suitable for final year undergraduate study. The research challenge will be an individual task.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Exhibit initiative and inter-disciplinary professional acumen through the structure of an inquiry-based scenario, scoping researchable and achievable solutions to complex, contemporary emerging problems;
2. Anticipate, scope and resolve complex business problems across diverse contexts, and apply problem solving strategies within a problem solving framework;
3. Effectively argue decision-making and recommendations using oral and written skills, through presentations, discussions and reports on a range of complex business issues;
4. Plan, execute and evaluate entrepreneurial and/or research activities as responsible and ethical professionals proposing sustainable practices;
5. Work individually and/or collaboratively with others, in addition to critically evaluating and responding to their own performance and that of others; and
6. Reflect on and conceptually map their learning in relation to their study and career choices, their personal skills, attributes, interests and motivations.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Fogler, HS, LeBlanc, SE, & Rizzo, B, 2014 3rd Ed Strategies for creative problem solving Prentice-Hall Ed., New Jersey.

**Assessment:**Project, Business or Research Project Management , 20%. Review, Peer Review and Reflection , 15%. Presentation, Pitch/Final presentation to specialist and non-spec audience , 25%. Report, Business Report or Research Report, 40%.

## **BTD6001 Tourism and Events: Core Concepts and Theory**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of the unit is to examine the role of events as a catalyst for tourism destination development and promotion. The unit aims to develop an understanding of the environment in which events are staged and the integral roles that hospitality and tourism play in the event industry.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically appraise the macro environment to inform the staging of a range of events;
2. Conceptually map and clarify relationship between tourism and events articulating the connections between the core theories and their application;
3. Analyse the various stakeholders and different tourist industry groups involved and their role in various event planning, management and promotion;
4. Collaborate and cross-examine the different types of events and the trends associated with their role in destination development;
5. Forecast how contemporary trends in the tourism and events industries, as well as in the visitor economy will impact on events now and in the future by making evidence based judgments;
6. Critically review relevant research literature to enable the construction of a critical research essay.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Students will be supplied a list of Recommended Reading via VU Collaborate.

**Assessment:**Annotated Bibliography, Early assessment exercise - Students compile an annotated bibliography of literature in relation to the topic for their individual essay (2000 words), 20%. Essay, Individual essay - write a research-based essay on a topic related to the tourism or events industry based on the annotated bibliography., 30%. Report, Partner report - Students (in pairs) select 2 different destinations for holding a major event., 30%. Presentation, Oral presentation - A comparison between the 2 destinations is presented to the class., 20%.

## **BTD6002 Cross-cultural Dimensions of Destination Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit considers theoretical and practical applications of cross-cultural issues and activities including but not confined to: the universals of social behaviour, culture and ethics, communication, cross-cultural interaction and the outcomes of cross-cultural contact. It has particular application to destination management and tourism and is designed to give students an understanding of globalisation and national cultures and to develop skills to manage and communicate effectively within an increasingly globalised environment. The unit prepares students for understanding cross-cultural dimensions and issues and contributes to their capability as an informed and professional 21st century professional. The unit is structured in a seminar/workshop style to enable students to understand more fully the need to be culturally aware and culturally sensitive in all aspects of destination management and tourism.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically reflect on theories of cultural difference and diversity management and validate their applicability at wide ranging workplaces and Australian and global destinations;
2. Interrogate complex problems and analyse culture at a number of levels - global, national and organisational and creatively apply established theories in their resolution;
3. Appraise and debate interpersonal and managerial skills and the implications of these for cross cultural management both individually and collaboratively;
4. Exemplify cross cultural communication skills and advocate their importance within the workplace and destination;
5. Apply this cultural understanding to managerial roles with accountability and personal responsibility.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Andrews, T.G., & Mead, R. (Eds.), (2009). Cross-Cultural Management. Critical Perspectives on Business and Management series. Routledge, New York, NY.

**Assessment:**Essay, Individual research essay (2000 words), 25%. Presentation, Group presentation/workshop activity (summary 500 words), 35%. Report, Group report (3000 words), 40%.

### **BTD6003 Managing the Visitor Experience**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**The aim of the unit is to examine the way in which competing destinations actively seek to attract tourists through the development of high quality visitor experiences within the visitor economy. The unit explores the role of government organisations, the private sector, and other stakeholders, acting collaboratively or independently, in producing, maintaining and innovating these visitor experiences to provide the optimum mix of visitor offerings that translate into economic, social and environmental gains. Building internal and external relationships within a competitive strategy for service marketing forms an integral part of this unit.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically evaluate and formulate visitor experiences that can be used as a competitive advantage in managing organisations;
2. Apply advanced theoretical and technical knowledge to manage the unique challenges involved in marketing and managing visitor experience;
3. Analyse the various components of the services marketing mix in a range of contemporary multicultural contexts;
4. Analyse critically and evaluate information to forecast the key issues required when managing customer satisfaction and service and experience quality in wide ranging situations;
5. Advocate creative approaches to managing key issues in service businesses such as managing supply and demand, relationship marketing, and the overlap in marketing/HRM/operations.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Students will be supplied a list of Recommended Reading via VU Collaborate.

**Assessment:**Report, Students will submit a brief report on a mini case study - week 4 (800 words), 10%. Report, Service experience diary and report - week 6 (2000 words), 20%. Presentation, Group Report and Presentation - provide a strategy report of a cross-section from individual service experience diaries (groups of 3-4) (4,000 words), 30%. Examination, Final exam, 40%.

### **BTD7001 International Tourism Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**In a world that is experiencing constant economic, social, technical and environmental change, the business of sourcing, transporting, hosting and satisfying tourists from established and emerging markets is both complex and important. This unit provides students with a broad understanding of tourism and the tourism system in an international context. It also provides a framework for evaluating the management of tourism in relation to consumers, businesses and destinations in a variety of international settings. Topics include a systematic overview of tourism and global tourism flows, issues concerning cross-cultural host-visitor interactions, implications of e-commerce, tourism's contribution and response to climate change, the linkages between tourism products, experiences, markets and tourist behaviour,

the management of tourism businesses, the development, management and marketing of tourism destinations, and challenges for tourism in an uncertain world.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Deconstruct and commentate on the tourism system and the key dimensions of the management of tourism in a global context;
2. Analyse critically, reflect on and synthesise complex information, problems, concepts and theories to solve complex tourism problems in global setting;
3. Research and apply established theories to interpret factors which impact on the management of tourist markets, operations and destinations;
4. Debate and postulate creative initiatives to address challenges to tourism in a changing world to specialist and non-specialist audiences Exemplify autonomy, expert judgement, adaptability and ethical responsibility in responding to complex multi-dimensional problems as a practitioner/leader of the tourism industry.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Students will be supplied a list of Recommended Reading via VU Collaborate.

**Assessment:**Report, Site Visit Analysis - brief report week 4 (1000 words), 10%. Case Study, Case Study Assignment - oral presentation and lead a class discussion weeks 3 to 12 inclusive., 20%. Case Study, Case Study Assignment - write an analytical style business report - week 12 (5000 words), 30%. Examination, Final exam, 40%.

### **BTD7002 Emerging Trends in Tourism and Destination Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**Emerging Trends in Tourism and Destination Management explores the contemporary issues that face both tourism and destination management organisations as they navigate the 21st century. Principal among these challenges is the changing demographic and ethnicity of today's traveller brought about through greater democratisation of travel, trade and visa deregulation and globalisation. Students will be encouraged to discuss the role of terrorism on travel patterns, digital disruption in the sector, the rise in CSR and sustainability measures and the specialisation and fragmentation of the tourism, hospitality and event spaces and how that affects visitation strategy.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically review the key trends driving change in the tourism and destination management sector at both local and global levels to assist decision making;
2. Deduce key trends through interpreting and critiquing academic theory and current industry practice of the key challenges that the sector faces;
3. Analyse complex problems including industry disruptions to successfully advance sector competitiveness and consumer satisfaction;
4. Concisely advocate and substantiate professional judgments to a variety of audiences through a diagnosis of emerging challenges that may inhibit growth in the sector, proposing creative strategies to combat them exemplifying ethical responsibility and evidence-based decision-making;
5. Cross-examine inter-cultural understandings, transnational relations, sustainability agendas and economic development in the context of contemporary tourism, hospitality and event management issues and their contribution to local and global communities.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Students will be supplied a list of Recommended Reading via VU Collaborate.

**Assessment:**Assignment, Contemporary Issues in Tourism and Destination

Management assignment plan (week 4), 10%. Literature Review, Academic Journal Analysis - no more than 1000 words on each article (weeks 3, 6 & 9), 30%. Assignment, Final assignment - 3000 word report (week 10), 40%. Presentation, Each student will present on an aspect of their contemporary issues report (weeks 10-12), 20%.

### **BTD7003 Pricing Analytics and Revenue Management**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**This unit introduces students to strategic pricing and revenue management theory and practice. The unit will cover the processes and capabilities required to ensure that the right prices are in place all the time.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically review the role and importance of strategic pricing and revenue management in tourism, hospitality and events
2. Recommend, justify and manage analytical procedures including demand analysis, forecasting, tactical pricing and revenue optimisation that are appropriate to solve complex and unpredictable problems in the tourism industry
3. Design and develop spreadsheet-based forecasting models, using the principles and practice of business modelling
4. Develop, implement and monitor a revenue management strategy that maximises revenue for wide ranging situations

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Bodea, T. and Ferguson, M. 2014 Segmentation, Revenue Management, and Pricing Analytics New York, Routledge Phillips, Robert 2005 Pricing and Revenue Optimization California / Stanford University Press Talluri, K. and van Ryzin, G. 2004 The Theory and Practice of Revenue Management Springer

**Assessment:**Test, Short answer test, 20%. Case Study, Pricing and Demand Forecasting - Case Study, 30%. Report, Report with functioning Revenue Management Spreadsheet Model, 50%.

### **BTD7004 Green Growth Transformation of Destinations**

**Locations:**City Flinders.

**Prerequisites:**Nil.

**Description:**Destination Green Growth aims to introduce students to the theory and practice of how tourism destinations can make the transformation into a green growth pathway. In the context of the emerging global green growth paradigm, tourism destinations are faced with opportunities and challenges to transform into a more socially inclusive, low-carbon, resource-efficient, stable economy. Through the lenses of concept, policy and practice, this unit provides students with a systematic perspective on wide-ranging and complex implications of the green growth paradigm for tourism destinations, including the entire travel and tourism value chain as well as communities in destinations.

**Credit Points:** 12

**Learning Outcomes:**On successful completion of this unit, students will be able to:

1. Critically review the key issues rising from the green growth paradigm transformation in the tourism and destination sector at both local and global levels;
2. Advocate the importance of the green growth approach to economy and the holistic approach to destination management with creativity and accountability;
3. Interrogate policy and practical real-world problems by collaboratively applying theoretical and operational knowledge to assist destinations to achieve green growth transformation demonstrating leadership and ethical responsibility;
4. Cross-examine and elucidate appropriate strategies for tourism destinations and industries in green growth including strategies to delink economic growth with greenhouse gas

emissions, and other resource use and waste.

**Class Contact:**Seminar3.0 hrs

**Required Reading:**Students will be supplied a list of Recommended Reading via VU Collaborate.

**Assessment:**Essay, Reflective essay - week 4 (max 500 words), 10%. Essay, Reflective essay - week 10 (max 1,500 words), 30%. Presentation, Between weeks 2-11 each student will present on one topic about Destination Green Growth, 20%. Report, Research report - develop a green growth strategy framework for a selected tourism destination (groups of 3-4) (max 4,000 words), 40%.



