

**VICTORIA
UNIVERSITY
BUSINESS SCHOOL
HANDBOOK 2021**

DISCLAIMER

The information contained in Victoria University's 2021 Victoria University Business School was current at 01 December 2020

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

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

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

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HOW TO USE THIS HANDBOOK

Victoria University's 2021 Victoria University Business School 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 2021.

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 Victoria University Business School in 2021.

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 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.

CONTENTS

Victoria University Business School

Bachelor of Business	BBNS	Master of Business (Enterprise Resource Planning Systems)	BMES
Graduate Diploma in Business	BGAB	Master of Finance	BMFA
Graduate Diploma in Business (Accounting)	BGAR	Master of Human Resource Management	BMHR
Graduate Diploma in Business Analytics	BGBI	Master of Industrial Relations and Human Resource Management	BMIH
Graduate Diploma in Business (Supply Chain Management)	BGBS	Master of Business (Industrial Relations/Human Resource Management)	BMIR
Graduate Diploma in Business (Tourism and Destination Management)	BGBT	Master of Marketing	BMKM
Graduate Diploma in Business (Enterprise Resource Planning Systems)	BGEP	Master of Marketing	BMKT
Graduate Diploma in Business (Industrial Relations and Human Resource Management)	BGIH	Master of Business (Management)	BMMA
Graduate Diploma in Business (Management)	BGMA	Master of Business (Marketing)	BMMK
Graduate Diploma in Business (Marketing)	BGMK	Master of Management	BMMM
Graduate Diploma in Business Administration	BGPB	Master of Management	BMMN
Master of Business Administration (Professional)	BMAB	Master of Business Administration	BMPF
Master of Business Analytics	BMAD	Master of Business (Supply Chain Management)	BMSM
Master of Business Administration (Global)	BMAG	Master of Supply Chain Management	BMSP
Master of Business (Accounting)	BMAK	Master of Supply Chain Management	BMSU
Master of Professional Accounting	BMAQ	Master of Tourism and Destination Management	BMTD
Master of Business Analytics (Professional)	BMBI	Master of Tourism Hospitality and Events Management	BMTE
Master of Business (Tourism and Destination Management)	BMBT	Graduate Certificate in Business Analytics	BTBI
Master of Business Analytics	BMBU	Graduate Certificate in Change Management	BTCM
Master of Change, Innovation and Leadership	BMCH	Graduate Certificate in Enterprise and Resource Planning Systems	BTEN
Master of Business (Enterprise Resource Planning Systems)/Master of Business Analytics	BMDA	Graduate Certificate in Finance	BTFF
Master of Business (Enterprise Resource Planning Systems)/ Master of Supply Chain Management	BMDB	Graduate Certificate in Industrial Relations and Human Resource Management	BTIH
Master of Business Analytics/Master of Business Administration	BMDC	Graduate Certificate in Marketing	BTKM
Master of Enterprise Resource Planning	BMEN	Graduate Certificate in Management	BTMM
Master of Enterprise Resource Planning Management	BMEP	Graduate Certificate in Organisational Change Management	BTOC
		Graduate Certificate in Business Administration	BTPF
		Graduate Certificate in Supply Chain Management	BTSP
		Graduate Certificate in Tourism and Destination Management	BTTD

Graduate Certificate in Transport Systems

BTTS

Majors/Minors

UNITS

Victoria University

Business School

Below are details of courses offered by the Victoria University Business School in 2021.

This information is also available online on the University's searchable courses database at www.vu.edu.au/courses

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

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 Trade
- Management and Innovation
- Marketing
- Supply Chain and Logistics Management
- Tourism and Hospitality Management

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

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

1. 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;
2. Exhibit professional judgement in the selection and use of common business tools to support decision-making and project management in a general business context;
3. Critically evaluate priorities and articulate key issues in complex business problems;
4. 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;
5. 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;
6. 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;
7. Clearly and coherently communicate independent insights and

- ideas using verbal, written and visual modes of delivery to both specialist and non-specialist audiences;
8. Exemplify personal awareness, self-motivation, change readiness and resilience in response to dynamic environments/conditions; and,
9. 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:Completion of an Australian Senior Secondary Certificate (VCE or equivalent) including Units 3 and 4: a study score of at least 25 in English (EAL) or 20 in any other English.

Admission Requirements International:Completion of an Australian Senior Secondary Certificate (VCE or equivalent) including Units 3 and 4: a study score of at least 25 in English (EAL) or 20 in any other English (or equivalent). OR: Completion of an Australian Advanced Diploma or Diploma (or equivalent). PLUS: IELTS (or equivalent): Overall score or 6.0 (with no band less than 6.0 in Listening, Reading, Writing and Speaking). OR: Completion of a Foundation course or equivalent.

Admission Requirements Mature Age:Five years (minimum) work/life experience in Business, Commerce or similar. OR: Applicants that completed an Australian Senior Secondary Certificate more than two years ago. PLUS: Units 3 and 4: a study score of at least 25 in English (EAL) or 20 in any other English (or equivalent).

Admission Requirements VET:Completion of an Australian Advanced Diploma or Diploma (or equivalent). OR: Completion of the Certificate IV in Tertiary Preparation (or equivalent).

COURSE STRUCTURE

To attain the Bachelor of Business, students will be required to complete 288 credit points consisting of:

- 96 credit points First Year Core units
- 96 credit points of Major studies selected from the approved list.
- 96 credit points made up of either

2nd Major 96 credit points OR 1 Discipline Minor 48 credit points AND 1 Breadth Minor 48 credit points Students who choose to complete BMAACT Accounting, must also complete BMIPAC Professional Accounting. 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.

First Year Core Units

BA01101	Accounting for Decision Making	12
BC01102	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
BMAITD	International Trade
BMAMAI	Management and Innovation
BMAMRK	Marketing
BMASCL	Supply Chain and Logistics Management
BMATHM	Tourism and Hospitality Management

Minors

BMACT	Accounting
BMBKF	Banking and Finance
BMIEVT	Event Management
BMFNR	Financial Risk Management
BMHRM	Human Resource Management
BMISM	Information Systems Management
BMITD	International Trade
BMMAI	Management and Innovation
BMMRK	Marketing
BMSCL	Supply Chain and Logistics Management

BMIEN	International Engagement
BMWEN	Workplace Engagement
AMITEM	The Entrepreneurial Mindset
BMTHM	Tourism and Hospitality Management
BMPAC	Professional Accounting

Graduate Diploma in Business

Course Code: BGAB

Campus: VU Sydney, City Flinders.

About this course: The Graduate Diploma of Business 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 critical thinking, problem solving, creativity, and understanding of contemporary business issues through authentic assessment. The course also provides students with an opportunity to specialise in a discipline area such as accounting, business analytics, finance, supply chain management, enterprise resource planning, marketing, management and tourism. 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, students will be able to:

1. Review theoretical approaches and analyse their application to achieve effective business strategies;
2. 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;
3. Analyse cross disciplinary knowledge in creative decision making;
4. Exhibit independent judgement in a range of business functions in response to contemporary and future professional challenges;
5. Formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making;
6. Articulate complex knowledge and ideas to a variety of audiences;
7. Present consistently, with personal accountability for outputs in a dynamic 21st century work environment, working in an ethical and socially responsible manner; and,
8. 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 each of the discipline areas identified.

Course Duration: 1 year

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Graduate Diploma in Business, students will be required to complete 96 credit points consisting of:

- 48 credit points college core units
- 48 credit points specialisation studies selected from the approved list

Please note: To attain the Graduate Diploma in Business as an exit point from a Masters program, students will be required to complete the specialisation studies specific to that Masters program: BMAQ Master of Professional Accounting

- BSPMAQ Professional Accounting

BMBU Master of Business Analytics

- BSPMBU Business Analytics

BMEN Master of Enterprise Resource Planning

- BSPMEN Enterprise Resource Planning

BMFA Master of Finance

- BSPMFA Finance

BMKT Master of Marketing

- BSPMKT Marketing

BMMN Master of Management

- BSPMMN Management

BMSU Master of Supply Chain Management

- BSPMSU Supply Chain Management

BMTE Master of Tourism Hospitality and Events Management

- BSPMTE Tourism Hospitality and Events Management

BAO6504 Accounting for Management 12

BEO6000 Data Analysis for Business 12

BEO6600 Business Economics 12

BMO6506 Work and Organisation Systems 12

Specialisations

BSPMAQ Professional Accounting

BSPMBU Business Analytics and Visualisation

BSPMEN Enterprise Resource Planning

BSPMFA Finance

BSPMKT Marketing

BSPMMN Management

BSPMSU Supply Chain Management

BSPMTE Tourism Hospitality and Events Management

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

1. Synthesise and critically review knowledge about business systems relevant to accounting practices to make high level, independent technical recommendations.
2. Analyse research findings applicable to accounting processes in business environments.
3. 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.
4. Critically apply cross disciplinary knowledge in creative decision making.
5. Demonstrate independent judgement in a range of business and accounting-related technical functions in response to contemporary and future business challenges.
6. Evaluate the effectiveness of accounting and associated business systems in the support of management decision making.
7. Effectively communicate complex knowledge and ideas to a variety of audiences.
8. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Graduate Diploma in Business (Accounting), 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 the list provided (subject to availability). Please check any prerequisite requirements prior to enrolling

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

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
BA05746	Credit and Lending Management	12
BA05747	International Portfolio Management	12
BA06714	Computerised Accounting in an ERP System	12
BE06000	Data Analysis for Business	12
BL05539	Australian Income Tax Law and Practice	12
BL05540	Business and Company Law	12
BM7003	Trade and Investment in Asia	12
BMO5501	Business Ethics and Sustainability	12
BMO6630	Business Research Methods	12

Graduate Diploma in Business Analytics

Course Code: BGB1

Campus: City Flinders.

9

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, students will be able to:

1. Review theoretical approaches and analyse their application to achieve effective Business Intelligence and Business Analytics Systems practice.
2. 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.
3. Critically apply cross disciplinary knowledge in creative decision making.
4. Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
5. Evaluate the effectiveness of Business Intelligence and Business Analytics and associated Information Systems in the support of complex problem solving and management decision making.
6. Effectively communicate complex knowledge and ideas to a variety of audiences.
7. Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
8. 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: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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

BCO6603	Enterprise Resource Planning Systems	12
BCO7003	Analytics Project Management	12
BE06000	Data Analysis for Business	12
BMO6506	Work and Organisation Systems	12

Year 1 Semester 2

BCO6653	Management of Information Technology	12
BCO7000	Business Analytics and Visualisation	12
BCO7004	Business Data Mining and Warehousing	12

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

BCO5501	Business Process Engineering	12
BCO5651	Enterprise Resource Planning Systems Implementation	12
BCO6604	Customer Relationship Management	12
BCO6672	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:On successful completion of this course, students will be able to:

1. Contribute consistently, with personal accountability for outputs in a dynamic 21st century Supply Chain work team, working in an ethical and socially responsible manner.
2. Synthesise and critically review knowledge about business systems relevant to supply chain practices to make high level independent technical recommendations.
3. Analyse research findings applicable to established supply chain theories, and to emerging situations and challenges in contemporary supply chain situations
4. Critically apply cross-disciplinary knowledge and skills that demonstrate autonomy, creative problem-solving, adaptability and responsibility as a supply chain practitioner or learner.
5. Interpret, based on analysis, the ways in which networks of interconnected businesses collaborate to make, and deliver, products and services for global markets.
6. Effectively communicate complex supply chain management knowledge and ideas to a variety of audiences.
7. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

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

- 84 credit points core units
- 12 credit points 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.

BCO6603	Enterprise Resource Planning Systems	12
BE05305	International Supply Chain Structure	12
BE05307	Global Procurement	12
BE06000	Data Analysis for Business	12
BLO5540	Business and Company Law	12
BMO6506	Work and Organisation Systems	12
BMO6511	Strategic Management and Business Policy	12

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

Elective List

BCO7000	Business Analytics and Visualisation	12
BMO5501	Business Ethics and Sustainability	12
BMO5579	Green Logistics	12
BMO6508	Operations Management	12
BMO6630	Business Research Methods	12

Graduate Diploma in Business (Tourism and Destination Management)

Course Code:BGBT

Campus:City Flinders.

About this course: The Graduate Diploma in Business (Tourism and Destination Management) offers a post graduate qualification that will equip graduates for a wide range of roles within the rapidly growing tourism and events sectors. 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 Graduate Diploma in Business (Tourism and Destination Management) prepares graduates to professionally engage with contemporary and emerging industry issues within the visitor economy. The course equips students with a range of managerial skills and builds knowledge in an array of disciplines including the application of 'green growth' and sustainability as a central paradigm. The Graduate Diploma of Tourism and Destination Management offers the opportunity to continue further study of the 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 this course, students will be able to:

1. Critically reflect upon theoretical approaches by evaluating their application to effective tourism and destination management practice;
2. 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;
3. 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;
4. Collaborate within teams to provide creative solutions for industry, government and community stakeholders, integrating complex knowledge and ideas effectively to achieve shared goals;
5. 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;
6. Communicate effectively with a variety of audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders;
7. Exemplify professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner.

Careers: The Graduate Diploma 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;
- 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 year

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Graduate Diploma Business (Tourism and Destination 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

Year 1, Semester 1

BMO6506	Work and Organisation Systems	12
BHO6505	Marketing Management	12
BTD6001	Tourism and Events: Core Concepts and Theory	12
BTD6002	Cross-cultural Dimensions of Destination Management	12

Year 1, Semester 2

BAO6504	Accounting for Management	12
BE06600	Business Economics	12
BMO6050	Art and Practice of Leadership	12
BTD7002	Emerging Trends in Tourism and Destination 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, students will be able to:

1. Analyse and review theoretical approaches to achieve effective Enterprise Systems practice.
2. Justify and interpret theoretical concepts and related knowledge to

think critically in the resolution of business problems in contemporary Enterprise Systems. 3. Critically apply cross disciplinary knowledge in creative decision making. 4. Demonstrate independent judgement in a range of technical or management functions in response to contemporary and future business challenges. 5. Evaluate the effectiveness of Enterprise and associated Information Systems in the support of complex management decision making. 6. Effectively communicate knowledge and ideas to a variety of audiences. 7. Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner. 8. 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: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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

BAO6714	Computerised Accounting in an ERP System	12
BCO6603	Enterprise Resource Planning Systems	12
BCO6653	Management of Information Technology	12
BCO7003	Analytics Project Management	12

Year 1, Semester 2

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

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

BCO6604	Customer Relationship Management	12
BCO7000	Business Analytics and Visualisation	12
BCO7001	Mobile Computing Application Programming	12
BMO6624	Organisation Change Management	12
BMO6630	Business Research Methods	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, students will be able to:

1. 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.
2. 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.
3. Critically apply cross disciplinary knowledge to stimulate creative IR/HR decision making.
4. Exhibit independent judgement in a range of technical or management functions in response to contemporary and future business challenges.
5. Evaluate the effectiveness of IR/HR in the support of management decision making.
6. Effectively communicate complex knowledge and ideas of IR/HR practice to a variety of audiences.
7. Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner.
8. 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: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking).

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

BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	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

Select 12 credit point Elective from the list below

ELECTIVE UNITS

Select from the following list subject to availability

BMO6624	Organisation Change Management	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, students will be able to:

1. Review theoretical approaches and analyse their application to achieve effective management strategies.
2. 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.
3. Critically apply cross-disciplinary knowledge in decision making with creativity for various management contexts.
4. Demonstrate independent judgements in response to contemporary and future professional management challenges.
5. Work as a reflective management practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making.
6. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
8. 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: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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.

BA06504	Accounting for Management	12
BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	12

BMO5572	Strategic Human Resource Management	12
BMO6508	Operations 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

BMO5501	Business Ethics and Sustainability	12
BMO5567	Managing Workplace Conflict	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, students will be able to:

1. Synthesise and critically review knowledge about business systems relevant to marketing practices to make high level, independent technical recommendations.
2. Analyse research findings applicable to marketing processes in business environments.
3. 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.
4. Critically apply cross disciplinary knowledge in creative decision making.
5. Demonstrate independent judgement in a range of business and marketing-related technical functions in response to contemporary and future business challenges.
6. Evaluate the effectiveness of marketing and its associated systems in response to contemporary marketing challenges and their support of management decision making.
7. Effectively communicate complex knowledge and ideas to a variety of audiences.
8. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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) business 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 prerequisite 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

BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BH06505	Marketing Management	12
BMO6506	Work and Organisation Systems	12

Year 1, Semester 2

BH05504	Brand and Product Management	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

BH06001	Digital Marketing	12
BH05525	Marketing Strategy	12
BCO6604	Customer Relationship Management	12
BMO5501	Business Ethics and Sustainability	12
BMO6630	Business Research Methods	12
ADM5004	Analysing the Web and Social Networks	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, students will be able to:

1. Review theoretical approaches and analyse their application to achieve effective business strategies.
2. 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.
3. Critically apply cross disciplinary knowledge in creative decision making.
4. Demonstrate independent judgement in a range of business functions in response to contemporary and future professional challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making.
6. Effectively communicate complex knowledge and ideas to a variety of audiences.
7. Contribute consistently, with personal accountability for outputs in a dynamic 21st century work environment, working in an ethical and socially responsible manner.
8. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants with a minimum three (3) years approved work experience will be considered for admission to this course.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

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

- 96 credit points core units

BA06504	Accounting for Management	12
BE06000	Data Analysis for Business	12
BE06600	Business Economics	12

BMO6506	Work and Organisation Systems	12
BA05734	Financial Analysis	12
BH06505	Marketing Management	12
BMO5501	Business Ethics and Sustainability	12
BMO6511	Strategic Management and Business Policy	12

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, students will be able to:

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies.
2. 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.
3. Critically apply cross disciplinary knowledge in decision making with creativity for new contexts.
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making.
6. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
7. Exemplify initiative and leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
8. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Business Administration, students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 24 credit points business core units
- 84 credit points professional core units
- 36 credit points research units

RESEARCH OPTION 1

- 12 credit points business research project; and,
- 24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

RESEARCH OPTION 2

- 12 credit points business research proposal; and,
- 24 credit points business research thesis.

College Core Units

BAO6504	Accounting for Management	12
BEO6000	Data Analysis for Business	12
BEO6600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Core Units

BAO5734	Financial Analysis	12
BHO6505	Marketing Management	12
BMO5501	Business Ethics and Sustainability	12
BMO5572	Strategic Human Resource 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
BMO6630	Business Research Methods	12

Research Units

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
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BGP7712	Business Research Thesis	24
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Elective Options

BBB7000	Internship	12
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BBB7001	Study Tour	12
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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: On successful completion of this course, students will be able to:

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Business Intelligence/Business Analytics to support operations and management practice.
2. Justify and interpret theoretical propositions and related bodies of knowledge to resolve business problems and make recommendations in contemporary Business Intelligence/Business Analytics Systems.
3. Critically apply cross-disciplinary knowledge in decision making associated with the selection, implementation and use of Business Intelligence/Business Analytics System for emerging contexts.
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business Intelligence/business analytics challenges.
5. 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.
6. 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.
7. 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.
8. 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:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Business Analytics, students will be required to complete 144 credit points consisting of:

- 24 credit points business core units:
- 84 credit points professional core units
- 36 credit points research units

RESEARCH OPTION 1

- 12 credit points business research project; and,

- 24 credit points elective units. Students to select units from any Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

RESEARCH OPTION 2

- 12 credit points business research proposal; and,
- 24 credit points business research thesis.

Core Units

BCO5501	Business Process Engineering	12
BCO6008	Predictive Analytics	12
BCO6603	Enterprise Resource Planning Systems	12
BCO6604	Customer Relationship Management	12
BCO6672	The Information Systems Professional	12
BCO7000	Business Analytics and Visualisation	12
BCO7004	Business Data Mining and Warehousing	12
BIS7001	Enterprise Systems Strategy	12
BMO6630	Business Research Methods	12

Research Units

OPTION 1

BGP7730	Business Research Project	12
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24 credit points Elective units. Students to select units from any Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

OR

OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

Master of Business Administration (Global)

Course Code:BMAG

Campus:City Flinders.

About this course:The Master of Business Administration (Global) is designed for emerging leaders in a dynamic global business climate. MBA (Global) graduates will be work ready, tech ready and life ready. The course has key features that distinguish it from other postgraduate business qualifications including its global issues focus; mandatory internship and practical application of knowledge to real-life problems; its capstone business consulting unit, and focus on employability. Global focus Modern day businesses are operating in an ever-shifting, global environment, where successful operation depends on flexible and creative leaders. The MBA (Global) provides a stimulating experience that develops the analytical, creative and

interpersonal skills key to a truly global business career. The global focus of this course ensures that our graduates will create greater networks of influence and change to become global citizens – adaptable, resilient and with deep concern for social justice. Mandatory internship with authentic learning experiences The course’s mandatory internship component enhances authentic learning experiences, exposes students to the real world of work, and satisfies the required Work Integrated Learning components. The internships enable international on-shore students to gain exposure to Australian workplaces, on either a full or part-time basis, enhancing future employability both in Australia and internationally. Australian domestic students also have access to an internship, with placements organised around existing employment. VUBS delivers internships via both the in-house Work Integrated Learning team and their network of contacts, and via third-party internship providers. VUBS monitors and oversees internships to ensure the quality of student experiences. Capstone business consulting unit The capstone unit – Business Consulting – develops capabilities for students to pursue a career in consulting, or to act as an internal consultant within an organisation. Students will design, research and manage a business consulting project, and deliver solutions and practical recommendations to satisfy a real-world client. Students benefit from authentic engagement with clients and feedback from experienced industry practitioners. Employability The combination of experiences provided in the MBA (Global) optimises students’ employment outcomes, by a combination of ‘hard’ and ‘soft’ skills development. Interpersonal skills include effective communications (written and oral), pitching, influencing, teamwork and collaboration, critical thinking and ethical awareness. There will also be an emphasis on tech-readiness. The course is highly practical, with an emphasis on applying new knowledge gained to workplace settings, making MBA (Global) graduates work ready. As students have varied prior work experience, the course is tailored to develop capabilities for students to operate either as entry-level managers or in more senior managerial roles.

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

1. Critically reflect upon theoretical and practical knowledge of people and organisations as they operate within a regulated environment nationally, regionally and internationally;
2. Exemplify cognitive, technical and creative skills to recognise, define, analyse, and solve organisational and business problems and inform management decision making in local and global contexts;
3. Critically apply cross disciplinary knowledge in decision making with creativity for innovation and dynamic contexts;
4. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities in business and other professional organisations;
5. Work as a reflective practitioner to collaborate productively in culturally diverse contexts, implementing ethical and socially responsible approaches to managing people and organisations;
6. Collaborate in teams to effectively operate in complex multicultural organisations and environments, demonstrating global leadership capability, including interpersonal skills to adapt to emerging contexts; and,
7. Evaluate and apply research principles and methods to plan and develop a strategy to conduct substantial consulting or business projects with a high level of personal autonomy and accountability.

Careers: Depending on where you are in your career and aspirations, there are many middle to senior management roles that the MBA (Global) degree can lead to. According to Job Outlook (<https://joboutlook.gov.au>) and QS TopMBA.com, several common roles for MBA graduates can be identified that have shown steady job prospect growth. These may include;

- Human Resources manager/director
- Information Technology leaders
- Financial manager
- Industry-specific Manager including in Health Services
- Management Consultant
- Sales and Marketing Manager
- Policy Analyst (Global)

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Business Administration (Global), students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 84 credit points professional core units
- 12 credit points BMO7005 Business Consulting (Capstone); and,
- 48 credit points global specialisation units (from the approved list)

College Core Units

BA06504	Accounting for Management	12
BEO6000	Data Analysis for Business	12
BEO6600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Professional Core Units

BA05734	Financial Analysis	12
BBB7000	Internship	12
BHO6505	Marketing Management	12
BM05501	Business Ethics and Sustainability	12
BM06050	Art and Practice of Leadership	12
BM06511	Strategic Management and Business Policy	12
BMO6622	Managing Innovation and Entrepreneurship	12

- Marketing/communications manager/director

BMO7005	Business Consulting	12
Global Specialisation Units (choose 4 units from the following approved list)		
BBB7001	Study Tour	12
BE05305	International Supply Chain Structure	12
BE05307	Global Procurement	12
BH07000	Global Marketing Management	12
BMI7003	Trade and Investment in Asia	12
BMI7004	International Business Practices	12

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 Chartered Accountants Australia and New Zealand (CAANZ).

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective accounting practice.
2. 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.
3. Critically apply cross disciplinary knowledge in decision making with creativity for emerging professional accounting contexts.
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/ accounting/ professional challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry- specific investigations to resolve complex professional problems and inform management decision making.
6. Communicate effectively to specialist and non- specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
8. 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: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

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

- 48 credit points college core units
- 24 credit points business core units
- 84 credit points professional core units
- 36 credit points research units

RESEARCH OPTION 1

- 12 credit points business research project; and,
- 24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

RESEARCH OPTION 2

- 12 credit points business research proposal; and,
- 24 credit points business research thesis.

College Core Units

BE06600	Business Economics	12
BH06505	Marketing Management	12
BLO5539	Australian Income Tax Law and Practice	12
BMO6506	Work and Organisation Systems	12
Core Units		
BA05522	Managerial Accounting	12
BA05524	Professional Auditing	12
BA05525	Financial and Corporate Accounting	12
BA05534	Business Finance	12
BA05535	Issues in Contemporary Accounting	12

BAO5543	Accounting Systems and Processes	12
BLO5540	Business and Company Law	12
BMO5501	Business Ethics and Sustainability	12
BMO6630	Business Research Methods	12

Research Units

OPTION 1

BGP7730	Business Research Project	12
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24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

OR

OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

Master of Professional Accounting

Course Code: BMAQ

Campus: VU Sydney, City Flinders.

About this course: Develop strong conceptual knowledge in accounting and become qualified for accreditation with CPA Australia and Chartered Accountants Australia and New Zealand (CAANZ) with the Master of Professional Accounting. For those seeking to gain a strong conceptual knowledge in sustainability and global trends in accounting, the Master of Professional Accounting prepares graduates with specialist knowledge and skills. Students completing the Master of Professional Accounting will:

- execute case studies and business plans
- assess and execute a substantial research based project or evidence-based capstone activity
- adapt cross disciplinary knowledge to evaluate business decisions with creativity
- develop specialist knowledge in accounting, economics and finance to succeed in a senior accounting position.

Gain industry experience: Students will engage in activities and initiatives involving guest speakers from our accounting industry contacts and site visits to professional businesses. The Applied Business Project will allow students to undertake research for an organisation or generate new knowledge that would assist organisations with contemporary business problems. Solve complex global problems: Graduates will be able to pursue higher-grade positions in their future employment through their enhanced skills and knowledge in solving complex local and global problems ethically and responsibly.

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective accounting practice; 2. 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; 3. Adapt cross disciplinary knowledge to evaluate business decisions with creativity for emerging professional accounting contexts; 4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to emerging business/ accounting challenges in complex contexts; 5. Formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making as a reflective practitioner; 6. Articulate recommendations and conclusions to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations; 7. Exemplify initiative and inspirational leadership in a contemporary work environment, acting consistently, ethically and socially responsibly to achieve sustainable economic and social goals; and, 8. Evaluate and execute an evidence-based research project as a capstone activity informing effective accounting practice to generate and evaluate complex ideas and concepts at abstract and practical levels.

Careers: This course could lead to a career in public accounting practice, commercial, government organisations and positions like:

- General Accountant
- Management Accountant
- Advisers in mergers and acquisitions
- Advisers in corporate recovery and insolvency
- Tax Consultant and Accountant
- Auditor
- Systems accountant
- Project accountant

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Accounting, students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability; and,
- 12 credit points BMO7006 Applied Business Project (Capstone); and,
- 24 credit points elective units. Please check any pre-requisite requirements prior to enrolling.

Business Core Units		
BA06504	Accounting for Management	12
BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	12
Professional Core Units		
BA05522	Managerial Accounting	12
BA05524	Professional Auditing	12
BA05525	Financial and Corporate Accounting	12
BA05534	Business Finance	12
BA05535	Issues in Contemporary Accounting	12
BA05543	Accounting Systems and Processes	12
BLO5539	Australian Income Tax Law and Practice	12
BLO5540	Business and Company Law	12
Core Units		
BMO5501	Business Ethics and Sustainability	12
BMO7006	Applied Business Project	12

24 credit points elective units

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 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:On successful completion of this course, students will be able to:
 1. Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Business Intelligence/Business Analytics to support operations and management practice. 2. 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. 3. Critically apply cross-disciplinary knowledge in decision making associated with the selection, implementation and use of Business Intelligence/Business Analytics System for emerging contexts. 4. Demonstrate accountability in autonomous and collaborative judgements and

innovative strategic thinking in response to contemporary and future business Intelligence/business analytics challenges. 5. 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. 6. 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. 7. 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. 8. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Business Analytics (Professional), students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 24 credit points business core units
- 84 credit points professional core units
- 36 credit points research units

RESEARCH OPTION 1 12 credit points business research project; and, 24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling. RESEARCH OPTION 2 12 credit points business research proposal; and, 24 credit points business research thesis.

College Core Units

BCO6653	Management of Information Technology	12
BCO7003	Analytics Project Management	12
BE06000	Data Analysis for Business	12
BMO6506	Work and Organisation Systems	12

Core Units

BCO5501	Business Process Engineering	12
BCO6008	Predictive Analytics	12
BCO6603	Enterprise Resource Planning Systems	12
BCO6604	Customer Relationship Management	12
BCO6672	The Information Systems Professional	12
BCO7000	Business Analytics and Visualisation	12
BCO7004	Business Data Mining and Warehousing	12
BIS7001	Enterprise Systems Strategy	12
BMO6630	Business Research Methods	12

Research Units

OPTION 1

BGP7730	Business Research Project	12
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24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

OR

OPTION 2

BGP7711	Business Research Proposal	12
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 this course, students will be able to:

1. Critically reflect upon theoretical approaches by evaluating their application to effective tourism and destination management practice;
2. 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;
3. 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;
4. Collaborate within teams to provide creative solutions for industry, government and community stakeholders, integrating complex knowledge and ideas effectively to achieve shared goals;
5. 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;
6. Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders;
7. Exemplify professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner;
8. 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: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

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

- 48 credit points college core units
- 24 credit points business core units
- 84 credit points professional core units
- 36 credit points research units

RESEARCH OPTION 1

- 12 credit points business research project; and,
- 24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

RESEARCH OPTION 2

- 12 credit points business research proposal; and,
- 24 credit points business research thesis.

College Core Units

BAO6504	Accounting for Management	12
BEO6600	Business Economics	12
BHO6505	Marketing Management	12
BMO6506	Work and Organisation Systems	12

Core Units

BCO6008	Predictive Analytics	12
BMO5501	Business Ethics and Sustainability	12

BMO6050	Art and Practice of Leadership	12
BMO6630	Business Research Methods	12
BTD6001	Tourism and Events: Core Concepts and Theory	12
BTD6002	Cross-cultural Dimensions of Destination Management	12
BTD7001	International Tourism Management	12
BTD7002	Emerging Trends in Tourism and Destination Management	12
BTD7004	Green Growth Transformation of Destinations	12

Research Units

BGP7730	Business Research Project	12
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24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

OR

OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

Master of Business Analytics

Course Code: BMBU

Campus: City Flinders.

About this course: This course demystifies data and equips students with concrete skills that can be applied to solve business problems, create new opportunities and run the market. Students will gain foundational knowledge and skills in analytics so they can transform organisations into innovative, efficient, and sustainable businesses of the future. With a careful selection of software tools, students will learn to analyse business data with the latest open source software. Students will also be exposed to cloud technologies through AWS and SAP partnerships and enjoy the latest developments in state-of-art Machine Learning and Artificial Intelligence business practices. The Business Analytics course will cover the following areas:

- data wrangling
- predictive analytics and big data
- artificial intelligence and machine learning for business
- data security and governance
- business data mining and warehousing
- IT project management

World leader in ERP & SAP education Victoria University is a world leader in Enterprise Resource Planning (ERP) systems (SAP) education and our links with industry are what sets us apart. We work closely with industry experts, SAP customers and recruiters to gain an understanding of how companies utilise Business Analytics. Students will receive up-to-date, expert guidance, from industry-based lecturers and partnerships so they can become an industry leader in this field.

Applied Business Project Students will complete a Applied Business Project that seeks to add new knowledge and understanding and aims to contribute to the solving of complex local and global problems. Students are expected to access, evaluate, synthesise and analyse information to assist in knowledge development of Business Analytics.

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Business Intelligence/Business Analytics to support operations and management practice;
2. 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;
3. Critically reflect on cross-disciplinary knowledge in decision making associated with the selection, implementation and use of Business Intelligence/Business Analytics System for emerging contexts;
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business Intelligence/business analytics challenges;
5. 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;
6. Articulate 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;
7. Propose 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; and,
8. Exemplify initiative and inspirational leadership in a contemporary work environment, acting consistently, ethically and socially responsibly.

- 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,
- Any IT professionals who wishes to transition to a business data translators, data support managers role
- The business analyst (Non SAP organisation) who wishes to transition to a data specialist role and,
- The business person (SAP organisation) who wishes to obtain career advancement via data analytics and business intelligence roles in businesses.

Careers: Advance your career prospects in SAP-related fields with this program. Learn the management and organisational skills needed to reach your career goals. The Master of Business Analytics prepares graduates for positions that include:

- SAP-Consultant
- Business Data Analyst
- Business Intelligence Analyst

- Business Analyst

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Business Analytics, students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability; and,
- 12 credit points BMO7006 Applied Business Project (Capstone); and,
- 24 credit points elective units. Please check any pre-requisite requirements prior to enrolling.

College Core Units

BA06504	Accounting for Management	12
BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Professional Core Units

BCO6008	Predictive Analytics	12
BCO7000	Business Analytics and Visualisation	12
BCO7002	Experience Management	12
BCO7003	Analytics Project Management	12
BCO7004	Business Data Mining and Warehousing	12
BCO7005	Data Security and Governance	12
BCO7006	Coding for Business Analytics	12
BCO7007	Artificial Intelligence and Machine Learning for Business	12

Core Units

BMO5501	Business Ethics and Sustainability	12
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24 credit points elective units.

Master of Change, Innovation and Leadership

Course Code:BMCH

Campus:City Flinders.

About this course:The Master of Change, Innovation and Leadership (CIL) program is specifically designed for tomorrow's leaders who can drive change, build innovative teams and adjust quickly to new business conditions. Organisations need to consistently innovate, adjust quickly to new business conditions, and seize emerging opportunities before competitors do. They require leaders who understand the importance of innovation and change management. In this course, students will learn how to tackle the challenge of change from diverse perspectives of innovation, organisational structure and culture, leadership, and risk management. Through face-to-face interactions, case studies, and real life problem-solving sessions, graduates will develop practical approaches that balance short-term success with long-term innovation. Industry Connections Victoria University has strong links with business and industry, which ensures we provide meaningful, relevant and up-to-date education, research and thought leadership. This program was developed with input from industry change management professionals to address the qualification gap in the profession. It will cover up-to-date current thinking and research, and core skills needed for tomorrow's leaders. Through our industry-experienced instructors, students will enhance their skills as reflective leaders and change practitioners to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making. Applied Business Project Students will be expected to plan and execute a substantial research-based project as part of the program. Students are expected to access, evaluate, synthesise and analyse information to assist in industry knowledge development and work collaboratively, organizing, planning and executing a capstone project using the research skills. This is to generate and evaluate complex ideas and concepts at abstract and practical levels to enhance the sustainability, viability and effectiveness of organisational change practices.

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective innovative change strategies;
2. 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;
3. Critically evaluate cross-disciplinary knowledge in decision making with creativity for innovation and change management contexts;
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional organisational change management challenges;
5. Formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making;
6. Deliberate with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly;
8. Evaluate and execute an 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:Organisational change management (OCM) is a fast-growing profession, and there is a demand for qualified professionals. Graduates will find roles in positions such as:

- director or head of change
- change management professional/consultant
- organisational development consultant
- program/project manager
- coaching and training professional

Course Duration: 1.5 years

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline AND Five (5) years of approved work experience OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline AND Five (5) years of approved work experience OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline AND Five (5) years of approved work experience OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline AND Five (5) years of approved work experience PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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:

- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability
- 12 credit points BMO7006 Applied Business Project (Capstone)
- 24 credit points elective units from the approved list of elective suggestions. Please check any pre-requisite requirements prior to enrolling.

Professional Core Units

BA05734	Financial Analysis	12
BMO6050	Art and Practice of Leadership	12
BMO6622	Managing Innovation and Entrepreneurship	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

Core Units		
BMO5501	Business Ethics and Sustainability	12
BMO7006	Applied Business Project	12

24 credit points elective units

Master of Business (Enterprise Resource Planning Systems)/Master of Business Analytics

Course Code: BMDA

Campus: City Flinders.

About this course: The course develops advanced knowledge in enterprise system processes, SAP application bodies of knowledge and conceptual knowledge incorporating business and predictive analytics. This is complemented with skill development focusing on critically thinking, problem solving, business analytics, creativity and personal leadership. 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. Students may complete this course full-time in 2 years via the trimester study period.

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

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

Careers: The course will position graduates to access the world of work as business/ERP analysts with employment in:

- global and domestic organisations either in direct SAP related fields
- more widespread functional roles
- specialised bodies of knowledge in analytics or business intelligence roles or other ERP areas
- SAP business intelligence administration roles

- 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: 2.5 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the awards, Master of Business (Enterprise Resource Planning Systems) and Master of Business Analytics, students will be required to complete 240 credit points consisting of:

- 84 credit points Core Business units
- 120 credit points Professional Core units
- 12 credit points Capstone Research Project unit; and,
- 24 credit points Elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

College Core Units

BAO6714	Computerised Accounting in an ERP System	12
BCO6653	Management of Information Technology	12
BCO6672	The Information Systems Professional	12
BCO7003	Analytics Project Management	12
BEO6000	Data Analysis for Business	12
BMO6506	Work and Organisation Systems	12
BMO6630	Business Research Methods	12

ERP Professional Core Units

BCO5501	Business Process Engineering	12
BCO5651	Enterprise Resource Planning Systems Implementation	12
BCO6603	Enterprise Resource Planning Systems	12
BCO7001	Mobile Computing Application Programming	12

BMO6624	Organisation Change Management	12
Business Analytics Professional Core Units		
BCO6008	Predictive Analytics	12
BCO6604	Customer Relationship Management	12
BCO7000	Business Analytics and Visualisation	12
BCO7004	Business Data Mining and Warehousing	12
BIS7001	Enterprise Systems Strategy	12
Capstone Research Project Unit		
BGP7730	Business Research Project	12

Elective Units

24 credit points Elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

Master of Business (Enterprise Resource Planning Systems) / Master of Supply Chain Management

Course Code: BMDB

Campus: City Flinders.

About this course: The course develops advanced knowledge in supply chain management, enterprise system processes, SAP application bodies of knowledge and conceptual knowledge incorporating recent developments in sustainability and global trends in business. This is complemented with skill development focusing on critically thinking, problem solving and creativity. 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, supply chain or IT background and want to deepen their knowledge and critically apply this knowledge to complex and contemporary business practice. Students may complete this course full-time in 2 years via the trimester study period.

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Enterprise Systems to support operations and management practice;
2. 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;
3. Critically apply cross-disciplinary knowledge with creativity in decision making supporting the selection, implementation and use of Enterprise Systems;
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business challenges;
5. 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;
6. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional

organisations;

7. 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; and,
8. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.

- Senior and leadership roles in ICT
- ERP Analyst
- Business Software Manager
- Business Analyst
- SAP Business Consultant.
- Supply Chain Manager
- Logistics Professional
- Global Procurement Specialist
- Sourcing/Distribution Manager
- Enterprise Resource Planning Developer
- Project Leader
- Transport Coordinator
- Warehouse Supervisor
- Import/Export Manager
- Customs Manager

Careers:

Course Duration: 2.5 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the awards, Master of Business (Enterprise Resource Planning Systems) and Master of Supply Chain Management, students will be required to complete 240 credit points consisting of:

- 72 credit points Core Business units
- 156 credit points Professional Core units
- 12 credit points Capstone Research Project unit

College Core Units

BAO6714 Computerised Accounting in an ERP System

12

BCO6653	Management of Information Technology	12
BCO6672	The Information Systems Professional	12
BCO7003	Analytics Project Management	12
BE06000	Data Analysis for Business	12
BMO6630	Business Research Methods	12
ERP Professional Core Units		
BCO5501	Business Process Engineering	12
BCO5651	Enterprise Resource Planning Systems Implementation	12
BCO6603	Enterprise Resource Planning Systems	12
BCO6604	Customer Relationship Management	12
BCO7000	Business Analytics and Visualisation	12
BCO7001	Mobile Computing Application Programming	12
BMO6624	Organisation Change Management	12
Supply Chain Management Professional Core Units		
BE05305	International Supply Chain Structure	12
BE05307	Global Procurement	12
BMO5574	Supply Chain and Logistics Management	12
BMO5579	Green Logistics	12
BMO6508	Operations Management	12
EPM5710	Project Procurement Management	12
Capstone Research Project Unit		
BGP7730	Business Research Project	12

Master of Business Analytics/Master of Business Administration

Course Code:BMDC

Campus:City Flinders.

About this course:The Master of Business Analytics/Master of Business Administration course is an academically rigorous and professionally relevant business course. The course develops advanced knowledge in enterprise system processes, SAP application bodies of knowledge and conceptual knowledge incorporating recent developments in sustainability and global trends in business. This is complemented with skill development focusing on critically thinking, problem solving, business analytics, 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. Students may complete this course full-time in 2 years via the trimester study period

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies and use of Business Intelligence/Business Analytics to support operations and management practice;
2. 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;
3. Critically apply cross disciplinary knowledge in decision making with creativity for new contexts;
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management and business intelligence/analytics challenges;
5. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making drawing on Business Intelligence/Business Analytics Systems and associated Information Systems;
6. Communicate effectively to specialist and non- specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
7. Exemplify initiative and leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly; and,
8. Plan and execute a substantial research based project or evidence-based capstone experience linked to contemporary sustainable, socially responsible and ethical management practices and/or Business Intelligence/Business Analytics Systems to generate and evaluate complex ideas.

Careers:With sound knowledge in management and general business areas coupled with strong analytic skills and database management, graduates will be able to gain employment in financial institutions, health care organisations, database marketing/market research firms, retailers, consulting firms, and analytic groups.

Course Duration:2.5 years

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

COURSE STRUCTURE

To attain the awards, Master of Business Analytics and Master of Business Administration, students will be required to complete 240 credit points consisting of:

- 24 credit points Core Business units
- 180 credit points Professional Core units
- 12 credit points Capstone Research Project unit
- 24 credit points Elective units

College Core Units

BCO6672	The Information Systems Professional	12
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BMO6630	Business Research Methods	12
Business Analytics Professional Core Units		
BCO5501	Business Process Engineering	12
BCO6008	Predictive Analytics	12
BCO6603	Enterprise Resource Planning Systems	12
BCO6604	Customer Relationship Management	12
BCO7000	Business Analytics and Visualisation	12
BCO7004	Business Data Mining and Warehousing	12
BIS7001	Enterprise Systems Strategy	12
MBA Professional Core Units		
BAO5734	Financial Analysis	12
BMO5501	Business Ethics and Sustainability	12
BMO5572	Strategic Human Resource Management	12
BMO6050	Art and Practice of Leadership	12
BMO6506	Work and Organisation Systems	12
BMO6511	Strategic Management and Business Policy	12
BMO6622	Managing Innovation and Entrepreneurship	12
BMO6624	Organisation Change Management	12
Capstone Research Project Unit		
BGP7730	Business Research Project	12

Elective Units

24 credit points Elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

Master of Enterprise Resource Planning

Course Code: BMEN

Campus: VU Sydney, City Flinders.

About this course: Victoria University's Master of Business Enterprise Resource Planning will help students learn the necessary skills in order to succeed in the ERP field through our strong industry links and leadership in SAP education. The program can upskill tech and business analysts who want to gain a foothold in corporate ERP/SAP organisations and the business person (SAP organisation) who wishes to obtain career advancement via an SAP role. VU Melbourne houses Australia's only SAP Next Gen Lab. The lab connects students, and researchers, with SAP customers and partners to develop new technology innovations. Strong Industry Links VU's staff have been recognised as global experts in SAP areas and work closely with industry experts, SAP customers and recruiters to gain an understanding of how companies

utilise ERP systems and associated issues as well as recognising future trends. Industry experts are utilised to assist in curriculum development and teach in many of the units. Latest SAP & ERP solutions Students learn on the latest SAP solutions and applications:

- SAP S/4 HANA
- SAP Fiori
- Business information warehouse
- Business objects
- Business intelligence
- Customer relationship management
- Advance planner and optimiser
- Solution manager
- Netweaver components.

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Enterprise Systems to support operations and management practice;
2. 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;
3. Critically adapt cross-disciplinary knowledge with creativity in decision making supporting the selection, implementation and use of Enterprise Systems;
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business challenges;
5. Evaluate and implement 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;
6. Articulate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
7. Formulate and execute an evidence-based capstone experience linked to an Enterprise Resource Planning System to generate and evaluate complex ideas and concepts at abstract and practical levels; and,
8. 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.

A list of possible roles include:

- Senior and leadership roles in ICT
- ERP analyst
- Business software manager
- Business analyst
- SAP business consultant

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Enterprise Resource Planning Management, students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 96 credit points professional core units
- 12 credit points BCO6672 The Information Systems Professional
- 12 credit points BMO7006 Applied Business Project (Capstone)
- 24 credit points elective units. Students to select from the approved list (subject to availability). Please check any pre-requisite requirements prior to enrolling.

College Core Units

BAO6504	Accounting for Management	12
BEO6000	Data Analysis for Business	12
BEO6600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Professional Core Units

BAO6714	Computerised Accounting in an ERP System	12
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BCO5501	Business Process Engineering	12
BCO5651	Enterprise Resource Planning Systems Implementation	12
BCO6603	Enterprise Resource Planning Systems	12
BCO7000	Business Analytics and Visualisation	12
BCO7001	Mobile Computing Application Programming	12
BCO7002	Experience Management	12
BCO7003	Analytics Project Management	12

Core Units

BCO6672	The Information Systems Professional	12
BMO7006	Applied Business Project	12

24 credit points elective units from the list provided

Elective Options

BBB7000	Internship	12
BBB7001	Study Tour	12
BCO6008	Predictive Analytics	12
BCO7007	Artificial Intelligence and Machine Learning for Business	12

Master of Enterprise Resource Planning Management

Course Code: BMEP

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 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, students will be able to:

1. Critically reflect upon theoretical approaches and apply them to the operational and management domains of Enterprise Systems;
2. Justify and interpret theoretical propositions and related bodies of knowledge to resolve business problems and make recommendations in contemporary Enterprise Systems;
3. Critically apply cross-disciplinary knowledge with creativity in decision making supporting the selection, implementation and use of Enterprise Systems;
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business challenges;
5. 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; 6. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations; 7. 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; 8. 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: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Enterprise Resources Planning Management, students will be required to complete 144 credit points consisting of:

- 24 credit points business core units;
- 84 credit points professional core units
- 36 credit points research units

RESEARCH OPTION 1

- 12 credit points business research project; and,
- 24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

RESEARCH OPTION 2

- 12 credit points business research proposal; and,
- 24 credit points business research thesis.

Core Units

BCO5501	Business Process Engineering	12
BCO5651	Enterprise Resource Planning Systems Implementation	12
BCO6603	Enterprise Resource Planning Systems	12
BCO6604	Customer Relationship Management	12
BCO6672	The Information Systems Professional	12
BCO7000	Business Analytics and Visualisation	12
BCO7001	Mobile Computing Application Programming	12
BMO6624	Organisation Change Management	12
BMO6630	Business Research Methods	12

Research Units

OPTION 1

BGP7730	Business Research Project	12
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24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

OR

OPTION 2

BGP7711	Business Research Proposal	12
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, students will be able to:

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective use of Enterprise Systems to support operations and management practice;
2. 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;
3. Critically apply cross-disciplinary knowledge with creativity in decision making supporting the selection, implementation and use of Enterprise Systems;
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business challenges;
5. 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;
6. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
7. 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;
8. 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: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Business (Enterprise Resource Planning Systems), students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 24 credit points business core units
- 84 credit points professional core units
- 36 credit points research units

RESEARCH OPTION 1

- 12 credit points business research project; and,
- 24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

RESEARCH OPTION 2

- 12 credit points business research proposal; and,
- 24 credit points business research thesis.

College Core Units

BA06714	Computerised Accounting in an ERP System	12
BC06653	Management of Information Technology	12
BC07003	Analytics Project Management	12
BMO6506	Work and Organisation Systems	12
Core Units		
BC05501	Business Process Engineering	12
BC05651	Enterprise Resource Planning Systems Implementation	12

BCO6603	Enterprise Resource Planning Systems	12
BCO6604	Customer Relationship Management	12
BCO6672	The Information Systems Professional	12
BCO7000	Business Analytics and Visualisation	12
BCO7001	Mobile Computing Application Programming	12
BMO6624	Organisation Change Management	12
BMO6630	Business Research Methods	12

Research Units

OPTION 1

BGP7730	Business Research Project	12
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24 credit points elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

OR

OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

Master of Finance

Course Code: BMFA

Campus: City Flinders.

About this course: This career-oriented course provides an opportunity for those with or without a business background to gain a specialist degree tailored to the needs of the finance industry. The course aims to prepare students to develop a critical knowledge in financial research and industry projects. Graduates will gain advanced and specialised knowledge and skills for research and professional practice in the financial sectors, and critically reflective skills for further learning. Applied Business Project Students will have to complete an Applied Business Project, which seeks to add new knowledge and understanding to the industry and aims to contribute to the solving of complex local and global problems. Students are expected to access, evaluate, synthesise and analyse information to assist in industry knowledge development and work collaboratively, organizing, planning and executing a research, case study, or business plan.

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective finance practice;
2. 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;
3. Adapt cross disciplinary knowledge in decision making with creativity for evolving and emerging finance contexts;
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future business/finance/professional challenges;

5. Formulate, implement and evaluate industry-specific investigations to resolve complex financial problems and inform management decision making;
6. Articulate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly; and,
8. Formulate and execute an evidence-based capstone project linked to financial management practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

Careers: Graduates from the Master of Finance will be able to find work in fields like:

- financial strategy planning
- fund management
- securities trading
- financial risk management
- financial analysis
- corporate treasury management

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Finance, students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability; and,
- 12 credit points BMO7006 Applied Business Project (Capstone); and,
- 24 credit points elective units. Please check any pre-requisite requirements prior to enrolling.

College Core Units

BA06504	Accounting for Management	12
BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Professional Core Units

BA05534	Business Finance	12
BA05734	Financial Analysis	12
BA06003	Global Credit Analysis and Lending Management	12
BA07001	Advanced Finance	12
BA07002	Security Valuation and Portfolio Management	12
BA07003	Financial Modelling and Technologies	12
BA07004	Corporate Treasury Management	12
BMO6511	Strategic Management and Business Policy	12
Core Units		
BMO5501	Business Ethics and Sustainability	12
BMO7006	Applied Business Project	12

24 credit points elective units

Master of Human Resource Management

Course Code:BMHR

Campus:City Flinders.

About this course:The Master of Human Resource Management is for students who are passionate about supporting people to succeed in their work environment. This specialised course teaches the latest concepts and issues in modern industrial-relations (IR) and human-resource (HR) management. These are highly sought-after skills that can help graduates progress into challenging leadership and management roles. Students will cover a variety of different topics from our industry-connected and experienced instructors. These include:

- contemporary employment systems
- law of employment
- industrial relations
- strategic human resource management
- performance management
- rewards
- managing workplace conflict

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective HR strategies;
2. Justify and interpret theoretical propositions and related bodies of knowledge to critically evaluate the resolution of business problems and recommend actions relevant to HR in contemporary business, industry and community settings;
3. Adapt cross disciplinary knowledge to HR-related decision making with creativity for emerging contexts;
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional HR challenges;
5. Formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform HR decision making;
6. Articulate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
- 7.

Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly; and, 8. Evaluate and execute an evidence-based capstone experience linked to contemporary HR practices to generate and evaluate complex ideas and concepts at abstract and practical levels.

Careers:Students will graduate with skills that could lead to positions like:

- human resource executive
- employee relations manager
- industrial relations manager
- union official or representative
- project consultants
- industrial relations and employee-relations specialists

Course Duration: 2 years

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Human Resource Management, students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability; and,
- 12 credit points BMO7006 Applied Business Project (Capstone); and,
- 24 credit points elective units. Please check any pre-requisite requirements prior to enrolling.

College Core Units

BA06504	Accounting for Management	12
BEO6000	Data Analysis for Business	12
BEO6600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Professional Core Units

BLO5513	Law of Employment	12
BMO5544	Industrial Relations	12

BMO5564	Human Resource Management	12
BMO5567	Managing Workplace Conflict	12
BMO5572	Strategic Human Resource Management	12
BMO6511	Strategic Management and Business Policy	12
BMO6624	Organisation Change Management	12
BMO6625	Performance Management and Rewards	12
Core Units		
BMO5501	Business Ethics and Sustainability	12
BMO7006	Applied Business Project	12

24 credit points elective units

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, students will be able to:

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective IR/HR strategies.
2. 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.
3. Critically apply cross disciplinary knowledge to IR/HR-related decision making with creativity for emerging contexts.
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional IR/HR challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform IR/HR decision making.
6. Communicate effectively with specialist and non- specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
8. 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

35

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Industrial Relations and Human Resource 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 / 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) research proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit.

Year 1, Semester 1

BMO6630	Business Research Methods	12
BMO5564	Human Resource Management	12
BMO5544	Industrial Relations	12
BLO5513	Law of Employment	12

Year 1, Semester 2

BMO5567	Managing Workplace Conflict	12
BMO6624	Organisation Change Management	12
BMO5572	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 elective unit. Students to select from any postgraduate units across the University (subject to availability).

or

OPTION 2

BGP7712	Business Research Thesis	24
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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, students will be able to:

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective IR/HR strategies.
2. 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.
3. Critically apply cross disciplinary knowledge to IR/HR-related decision making with creativity for emerging contexts.
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional IR/HR challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform IR/HR decision making.
6. Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
8. 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.

36

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Business (Industrial Relations/Human Resource 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 / 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) research proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit.

Year 1

BMO6506	Work and Organisation Systems	12
BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BMO6511	Strategic Management and Business Policy	12
BMO5501	Business Ethics and Sustainability	12
BMO5564	Human Resource Management	12
BMO5544	Industrial Relations	12
BL05513	Law of Employment	12

Year 2

BMO6624	Organisation Change Management	12
BMO5572	Strategic Human Resource Management	12
BMO5567	Managing Workplace Conflict	12
BMO6630	Business Research Methods	12
BMO6625	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

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 this course, students will be able to:

1. Critically reflect upon theoretical approaches by evaluating their application to effective marketing practice.
2. 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.
3. Critically apply cross-disciplinary knowledge in decision making with creativity for dynamic and new contexts.
4. Evidence accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future marketing challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex marketing problems and inform management decision making.
6. Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, business and other professional organisations.
7. Exemplify professional leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner.
8. 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: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline)

based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the award of Master of Marketing, 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/or 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. OPTION 2 12 credit points (equivalent to 1 unit) research proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit.

Year 1, Semester 1

BM05501	Business Ethics and Sustainability	12
BM06630	Business Research Methods	12
BH06001	Digital Marketing	12
BH05503	Marketing Communication	12

Year 1, Semester 2

BC06604	Customer Relationship Management	12
BH05525	Marketing Strategy	12
BH05574	Consumer Behaviour	12

Plus

OPTION 1

BGP7730	Business Research Project	12
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or

OPTION 2

BGP7711	Business Research Proposal	12
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Year 2, Semester 1

BH05504	Brand and Product Management	12
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ADM5004 Analysing the Web and Social Networks 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 Marketing

Course Code: BMKT

Campus: City Flinders.

About this course: The Master of Marketing course will enable graduates to develop the expertise and practical skills to work in the evolving dynamic and increasingly digital marketplace. With our industry connections and experienced lecturers, students will learn to develop and execute successful marketing strategies for local and global businesses and not-for-profit organisations. Students will become reflective practitioners in order to formulate, implement and evaluate industry-specific investigations to resolve complex marketing problems and inform management decision-making. Students will develop advanced skills in:

- marketing planning and strategy
- marketing analytics
- marketing communication
- consumer behaviour
- international marketing management
- brand management
- not-for-profit marketing
- social media and digital marketing

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

1. Critically reflect upon theoretical approaches by evaluating their application to effective marketing practice;
2. 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;
3. Critically review cross-disciplinary knowledge in decision-making with creativity for dynamic and new contexts;
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future marketing challenges;
5. Formulate, implement and evaluate industry-specific investigations to resolve complex marketing problems and inform management decision-making;
6. Articulate plans and strategies with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, businesses and other professional organisations;
7. Exemplify professional leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner; and,
8. Implement research as a capstone project to generate and evaluate complex ideas and concepts at abstract and practical levels.

Careers: Graduates will develop the knowledge and skills to enable them to work in a range of marketing and management roles and in industries ranging from large corporations to not-for-profit organisations. Possible roles include:

- Market research analyst
- Consumer insights analyst
- Marketing specialist
- Marketing Consultant
- Brand Manager
- Product Manager
- Social Media Marketing Manager
- Advertising Manager and
- Sales Manager

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Marketing, students will be required to complete 192 credit points consisting of:

- 48 credit points business core units
- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability; and,
- 12 credit points BMO7006 Applied Business Project (Capstone); and,
- 24 credit points elective units. Please check any pre-requisite requirements prior to enrolling.

College Core Units

BA06504	Accounting for Management	12
BEO6000	Data Analysis for Business	12
BEO6600	Business Economics	12
BMO6506	Work and Organisation Systems	12
Professional Core Units		
ADM5004	Analysing the Web and Social Networks	12
BH05503	Marketing Communication	12

BH05504	Brand and Product Management	12
BH05525	Marketing Strategy	12
BH05574	Consumer Behaviour	12
BH06001	Digital Marketing	12
BH06505	Marketing Management	12
BMO6050	Art and Practice of Leadership	12
Core Units		
BMO5501	Business Ethics and Sustainability	12
BMO7006	Applied Business Project	12

24 credit points elective units

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, students will be able to:

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies.
2. 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.
3. Critically apply cross-disciplinary knowledge in decision making with creativity for new management contexts.
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges.
5. Work as a reflective management practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making.
6. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
8. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

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

- 72 credit points (equivalent to 6 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) research proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit. Students may exit this course with Graduate Diploma of Business (Management) if they meet graduation requirements of the course.

Core Units

BA06504	Accounting for Management	12
BEO6000	Data Analysis for Business	12
BEO6600	Business Economics	12
BMO5501	Business Ethics and Sustainability	12
BMO6506	Work and Organisation Systems	12
BMO6630	Business Research Methods	12

Professional Core Units

BMO5567	Managing Workplace Conflict	12
BMO5572	Strategic Human Resource Management	12

BMO6050	Art and Practice of Leadership	12
BMO6508	Operations Management	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 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 this course, students will be able to:

1. Critically reflect upon theoretical approaches by evaluating their application to effective marketing practice.
2. 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.
3. Critically apply cross-disciplinary knowledge in decision making with creativity for dynamic and new contexts.
4. Evidence accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future marketing challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry- specific investigations to resolve complex marketing problems and inform management decision making.
6. Communicate effectively with specialist and non- specialist audiences including multi-disciplinary teams, diverse cultural communities, business and other professional organisations.
7. Exemplify professional leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner.
8. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Business (Marketing), 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) research proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit.

Year 1, Semester 1

BE06000	Data Analysis for Business	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

BCO6604	Customer Relationship Management	12
BH05525	Marketing Strategy	12
BH05574	Consumer Behaviour	12

Research Component Option 1

BGP7730 Business Research Project 12

OR

Research Component Option 2

BGP7711 Business Research Proposal 12

Year 2, Semester 2

BH05504 Brand and Product Management 12

ADM5004 Analysing the Web and Social Networks 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

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, students will be able to:

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies.
2. 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.
3. Critically apply cross-disciplinary knowledge in decision making with creativity for new management contexts.
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges.
- 5.

Work as a reflective management practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making. 6. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations. 7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly. 8. 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:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of 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/or 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. OPTION 2 12 credit points (equivalent to 1 unit) research proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit.

BMO5501	Business Ethics and Sustainability	12
BMO6630	Business Research Methods	12
BMO5567	Managing Workplace Conflict	12
BMO5572	Strategic Human Resource Management	12
BMO6050	Art and Practice of Leadership	12

BMO6508	Operations Management	12
BMO6511	Strategic Management and Business Policy	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 Management

Course Code:BMMN

Campus:City Flinders.

About this course:The Master of Management will enhance the knowledge of graduates in contemporary professional business fields through industry-relevant learning. This course will help students take a step towards a senior role in business or the public sector. Graduating with hands-on experience, they will be prepared to respond to the challenges of today's digitised global workplace. Study outcomes will be supported by VU's strong industry connections and a practical focus on case studies and work-related activities. Students will develop skills in:

- people/HR management
- learning & development
- organisational change
- business innovation.

Links with industryWork Integrated Learning is supported across this Masters course through the links established with industry experts, who provide guest lectures and opportunities for students to conduct workplace-based research within organisations.

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies;
2. 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;
3. Adapt cross-disciplinary knowledge in decision making with creativity for new management contexts;
4. Exhibit accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges;
5. Formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform decision-making;
6. Articulate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations;
7. Exemplify initiative and inspirational leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly; and,
- 8.

Inquire, contextualize, evaluate and design an evidence-based capstone project to theorize and showcase innovative 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 specialise in management areas such as people management, functional business management, change management or organisation development, or in leadership roles in innovation and business sustainability. Careers in management:

- business manager (functions)
- general manager
- operations manager
- program and project manager

Course Duration:2 years

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Management, students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability; and,
- 12 credit points BMO7006 Applied Business Project (Capstone); and,
- 24 credit points elective units. Please check any pre-requisite requirements prior to enrolling.

College Core Units

BAO6504	Accounting for Management	12
BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Professional Core Units

BHO6505	Marketing Management	12
BMO5567	Managing Workplace Conflict	12

BMO5572	Strategic Human Resource Management	12
BMO6050	Art and Practice of Leadership	12
BMO6508	Operations Management	12
BMO6511	Strategic Management and Business Policy	12
BMO6622	Managing Innovation and Entrepreneurship	12
BMO6624	Organisation Change Management	12
Core Units		
BMO5501	Business Ethics and Sustainability	12
BMO7006	Applied Business Project	12

24 credit points elective units

Master of Business Administration

Course Code: BMPF

Campus: City Flinders, Victoria University Online.

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, students will be able to:

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective management strategies.
2. 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.
3. Critically apply cross disciplinary knowledge in decision making with creativity for new contexts.
4. Demonstrate accountability in autonomous and collaborative judgements and innovative strategic thinking in response to contemporary and future professional management challenges.
5. Work as a reflective practitioner to formulate, implement and evaluate industry-specific investigations to resolve complex professional problems and inform management decision making.
6. Communicate effectively to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business and other professional organisations.
7. Exemplify initiative and leadership in a dynamic 21st century work environment, acting consistently, ethically and socially responsibly.
8. 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: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Completion of an Australian Bachelor degree (or equivalent) in any discipline and 5 years of managerial experience OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Completion of an Australian Bachelor degree (or equivalent) in any discipline and 5 years of managerial experience PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

Admission Requirements Other: Applicants are required to submit a curriculum vitae (CV).

COURSE STRUCTURE

To attain the Master of Business Administration, students will be required to complete 144 credit points consisting of:

- 96 credit points core units
- 48 credit points research or specialisation units (Option 1, 2, 3 or 4)

OPTION 1 - Coursework

- 12 credit points BMO6624 Organisation Change Management; and,
- 12 credit points BGP7730 Business Research Project (Capstone); and,
- 24 credit points elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any prerequisite requirements prior to enrolling.

OPTION 2 - Thesis

- 12 credit points BMO6624 Organisation Change Management; and,
- 12 credit points BGP7711 Business Research Proposal (Capstone); and,
- 24 credit points BGP7712 Business Research Thesis (Capstone)

OPTION 3 - VU Online Available only to VU Online Students

- 12 credit points BGP7730 Business Research Project (Capstone); and,
- 12 credit points BMO6624 Organisation Change Management; and

12 credit points BMO6625 Performance Management and Rewards; and

- 12 credit points BMO7000 Advanced Organisational Behaviour

OPTION 4 - Specialisation Available only to VU Online Students

- 48 credit points Change Management specialisation BSPCHG

OR 48 credit points Finance specialisation BSPFIN

Core Units		
BA05734	Financial Analysis	12
BHO6505	Marketing Management	12
BMO5501	Business Ethics and Sustainability	12
BMO5572	Strategic Human Resource Management	12
BMO6050	Art and Practice of Leadership	12
BMO6511	Strategic Management and Business Policy	12
BMO6622	Managing Innovation and Entrepreneurship	12
BC07000	Business Analytics and Visualisation	12

Research Units

OPTION 1

BMO6624	Organisation Change Management	12
BMO7005	Business Consulting	12

24 credit points Elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

Elective Suggestions

BBB7000	Internship	12
BBB7001	Study Tour	12

OR

OPTION 2

BMO6624	Organisation Change Management	12
BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

OR

OPTION 3

BMO7005	Business Consulting	12
BMO6624	Organisation Change Management	12
BMO6625	Performance Management and Rewards	12
BMO7000	Advanced Organisational Behaviour	12

OR

OPTION 4

BSPCHG Change Management

OR

BSPFIN Finance

Specialisations

BSPFIN Finance

BSPCHG Change Management

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.

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

1. Exemplify initiative and inspirational leadership in a dynamic 21st century Supply Chain work environment, acting consistently, ethically and socially responsibly;
2. Analyse critically, reflect on and synthesise complex information related to supply chain problems, concepts and theories;
3. Research and apply established supply chain theories to emerging situations and challenges in contemporary supply change situations;
4. Critically apply knowledge and skills that demonstrate autonomy, expert judgement, problem-solving, adaptability and responsibility as a supply chain practitioner or learner;
5. Interpret, based on analysis, the ways in which networks of interconnected businesses collaborate to make, and deliver, products and services for global markets;
6. Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business, and other professional organisations;
7. 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;
8. 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:Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To graduate from the Master of Business (Supply Chain Management), students will be required to complete 192 credit points consisting of:

- 48 credit points college core units
- 108 credit points core units
- 36 credit points research units (Option 1 or 2)

OPTION 1 - Coursework 12 credit points capstone unit; and, 24 credit points elective units. Students to select from any postgraduate units from across the University (subject to availability). OPTION 2 - Thesis 12 credit points research proposal unit; and, 24 credit points minor thesis unit. Students may exit this course with the Graduate Diploma of Business (Supply Chain Management) if they meet graduation requirements of the course.

Year 1, Semester 1

College Core Units

BEO6000	Data Analysis for Business	12
BLO5540	Business and Company Law	12
BMO6506	Work and Organisation Systems	12
BMO6511	Strategic Management and Business Policy	12

Core Units

BCO6603	Enterprise Resource Planning Systems	12
BCO7000	Business Analytics and Visualisation	12
BEO5305	International Supply Chain Structure	12
BEO5307	Global Procurement	12
BMO5501	Business Ethics and Sustainability	12
BMO5574	Supply Chain and Logistics Management	12
BMO5579	Green Logistics	12
BMO6508	Operations Management	12
BMO6630	Business Research Methods	12

Research Units

OPTION 1

BGP7730	Business Research Project	12
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24 credit points Elective units. Students to select units from any College of Business

Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

OR

OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

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.

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

1. Exemplify initiative and inspirational leadership in a dynamic 21st century Supply Chain work environment, acting consistently, ethically and socially responsibly.
2. Analyse critically, reflect on and synthesise complex information related to supply chain problems, concepts and theories.
3. Research and apply established supply chain theories to emerging situations and challenges in contemporary supply change situations.
4. Critically apply knowledge and skills that demonstrate autonomy, expert judgement, problem-solving, adaptability and responsibility as a supply chain practitioner or learner.
5. Interpret, based on analysis, the ways in which networks of interconnected businesses collaborate to make, and deliver, products and services for global markets.
6. Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and business, and other professional organisations.
7. 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.
8. 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: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Supply Chain Management, students must successfully complete 144 credit points consisting of:

- 108 credit points core units
- 36 credit points research units (Option 1 or 2)

OPTION 1 - Coursework 12 credit points capstone unit; and, 24 credit points elective units. Students to select from any postgraduate units from across the University (subject to availability). OPTION 2 - Thesis 12 credit points research proposal unit; and, 24 credit points minor thesis unit.

Core Units

BCO6603	Enterprise Resource Planning Systems	12
BCO7000	Business Analytics and Visualisation	12
BE05305	International Supply Chain Structure	12
BE05307	Global Procurement	12
BMO5501	Business Ethics and Sustainability	12
BMO5574	Supply Chain and Logistics Management	12
BMO5579	Green Logistics	12
BMO6508	Operations Management	12
BMO6630	Business Research Methods	12

Research Units

OPTION 1

BGP7730	Business Research Project	12
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24 credit points Elective units. Students to select units from any College of Business Post Graduate Course (subject to availability). Please check any prerequisite requirements prior to enrolling.

OR

OPTION 2

BGP7711	Business Research Proposal	12
BGP7712	Business Research Thesis	24

Master of Supply Chain Management

Course Code: BMSU

Campus: City Flinders.

About this course: Accredited by the Chartered Institute of Procurement and Supply (CIPS), a United Kingdom-based global professional body, this innovative program draws on a holistic approach to hands-on industry practices and focuses on strategies that underpin the global supply chain management. Designed for professionals in the field of operations, procurement, warehousing, global trade and transport, the Master in Supply Chain Management will develop the real life experience of students through internships and industry visits. Graduates gain skills and expertise in:

- analysing and reflecting on complex supply chain problems, concepts and strategies,
- investigating established and contemporary supply chain models and theories

This course prepares graduates to specialise in:

- global procurement and operations management
- green logistics and supply chain strategies in global context,.

The program offers access to SAP-SCM and SAP-PP (production and planning) software in an environment that empowers students to plan, source, make and deliver goods in an optimised way.

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

1. Exemplify initiative and inspirational leadership in a contemporary Supply Chain work environment, acting consistently, ethically and socially responsible;
2. Critically analyse, reflect on and synthesise complex operations, supply chain and logistics concepts, strategies and theories;
3. Investigate established supply chain models and theories to emerging situations and challenges in contemporary dynamic situations;
4. Critically review the networks of businesses that collaborate to plan, source, make and deliver the products and services for global markets;
5. Deliberate on the operations and supply chain strategies with the specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities and businesses, and other professional organisations;
6. Critically evaluate the full range of activities that constitute the supply chain management discipline: from global procurement and operations management, to logistics strategies, green procurement and ERP enabled supply chain systems; and,
7. Implement research as a capstone project to generate and evaluate complex ideas and concepts at abstract and practical levels.

Careers: For those working in operations, procurement, warehousing, global trade and transport, this program will enhance your skills and approaches to supply chain management and assist you in roles in global and domestic organisations either in direct SAP-ERP assisted inventory-related fields or in more widespread functional roles. This course will graduate students into various roles in supply chain and logistics such as:

- supply chain managers,
- logistics professionals,
- global procurement specialists,
- sourcing/distribution managers,
- transport coordinators,
- warehouse supervisors,
- import/export and customs managers.

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Supply Chain and Logistic Management, students will be required to complete 192 credit points consisting of:

- 48 credit points business core units
- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability; and,
- 12 credit points BMO7006 Applied Business Project (Capstone); and,
- 24 credit points elective units. Please check any pre-requisite requirements prior to enrolling.

College Core Units

BA06504	Accounting for Management	12
BE06000	Data Analysis for Business	12
BE06600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Professional Core Units

BC07000	Business Analytics and Visualisation	12
BE05305	International Supply Chain Structure	12
BE05307	Global Procurement	12
BMO5574	Supply Chain and Logistics Management	12
BMO5579	Green Logistics	12
BMO6508	Operations Management	12
BMO6511	Strategic Management and Business Policy	12
BMO7007	Planning and Control Through ERP Systems	12

Core Units

BMO5501	Business Ethics and Sustainability	12
BMO7006	Applied Business Project	12

24 credit points elective units

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 this course, students will be able to:

1. Critically reflect upon theoretical approaches by evaluating their application to effective tourism and destination management practice;
2. 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;
3. 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;
4. Collaborate within teams to provide creative solutions for industry, government and community stakeholders, integrating complex knowledge and ideas effectively to achieve shared goals;
5. 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;
6. Communicate effectively with specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders;
7. Exemplify professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner;
8. 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: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Certificate (in the same discipline) based on approved work experience. Upon completion of the Graduate Certificate, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Completion of an Australian Graduate Certificate (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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 /or 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. OPTION 2 12 credit points (equivalent to 1 unit) research 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
BMO6050	Art and Practice of Leadership	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

BCO6008	Predictive Analytics	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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Master of Tourism Hospitality and Events Management

Course Code:BMTE

Campus:City Flinders.

About this course:The Master of Tourism, Hospitality and Events Management offers a qualification that will equip graduates for managerial, policy development and planning roles within the rapidly growing tourism, hospitality and events industries. The course incorporates tourism, hospitality and event management studies with a focus on addressing contemporary issues and challenges faced by destinations domestically and internationally. Embedded within an established suite of business programs, the Master of Tourism, Hospitality and Event 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, hospitality, and events sectors. The Master of Tourism, Hospitality and Event Management is developed and conducted with the close involvement of industry leaders, both local and international. Students will have the opportunity to gain a close insight into:

- industry operations
- developing professional networks
- managerial, policy development and planning roles
- economic, legal and political contexts within which destinations operate
- creative planning and policy development processes
- innovative sustainable practices
- risk minimising strategies in contemporary settings

Students will experience range of initiatives and activities involving simulated learning environment assessments, guest speakers from industry and the professional bodies and site visits. The Applied Business Project will allow students to undertake a project for the industry or generate new knowledge that would assist organisations with contemporary business problems. The THME Discipline Group will utilise its well-developed industry networks, including adjunct professors to inform course design, contribute to its delivery and participate in events providing students with the

opportunities to develop industry networks and base learning exercises on current and contemporary industry problems.

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

1. Critically reflect upon theoretical approaches by evaluating their application to effective tourism, hospitality and events in the context of destination management practice;
2. Justify and interpret interdisciplinary knowledge in decision making with creativity for dynamic global environments using contemporary and integrated theoretical and operational knowledge of tourism, hospitality and event management;
3. 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;
4. Propose creative solutions for industry, government and community stakeholders, integrating complex knowledge and ideas effectively to achieve shared goals;
5. 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;
6. Justify and interpret theoretical propositions, methodologies, conclusions and professional decisions to specialist and non-specialist audiences including multi-disciplinary teams, diverse cultural communities, businesses and other related stakeholders;
7. Exemplify professional standards and leadership in a dynamic 21st century work environment, acting consistently, ethically and in a socially responsible manner; and,
8. Formulate and execute an evidence-based capstone experience or an industry-based research project linked to contemporary sustainable practices.

Careers: Possible roles for graduates include:

- tourism planning and promotion agency staff
- policy officers with professional and industry associations
- managers of attractions
- conference coordinator
- hotel or resort service manager
- marketing and communication roles (events)
- planners within the travel sector (airlines and other major transport providers)
- self employment through tourism management businesses
- 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

Course Duration: 2 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline OR Applicants without an undergraduate qualification may be admitted to the Graduate Diploma based on approved work experience. Upon completion of the Graduate Diploma, graduates will be eligible for admission to this course with credit granted for completed units.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in any discipline OR Completion of an Australian Graduate Diploma (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the Master of Tourism Hospitality and Events, students will be required to complete 192 credit points consisting of:

- 48 credit points business core units
- 96 credit points professional core units
- 12 credit points BMO5501 Business Ethics and Sustainability; and,
- 12 credit points BMO7006 Applied Business Project (Capstone); and,
- 24 credit points elective units. Students to select from the approved list (subject to availability). Please check any pre-requisite requirements prior to enrolling.

College Core Units

BAO6504	Accounting for Management	12
BEO6000	Data Analysis for Business	12
BEO6600	Business Economics	12
BMO6506	Work and Organisation Systems	12

Professional Core Units

BMO6050	Art and Practice of Leadership	12
BTD6001	Tourism and Events: Core Concepts and Theory	12
BTD7001	International Tourism Management	12
BTD7002	Emerging Trends in Tourism and Destination Management	12
BTD7004	Green Growth Transformation of Destinations	12
BTD7005	Business Events	12
BTD7006	Hospitality Operations Management	12
BTD7007	Hotel and Resort Management	12

Core Units

BMO5501	Business Ethics and Sustainability	12
BMO7006	Applied Business Project	12

24 credit points elective units

Graduate Certificate in Business Analytics

Course Code: BTBI

Campus: City Flinders.

About this course: Business Analytics demystifies data and equips students with concrete skills that can be applied every day to solve business problems, create new opportunities and run the market. The Graduate Certificate in Business Analytics offers a pathway to the Master of Business Analytics course and is designed for professionals with experience, but who are yet to get their Bachelor's degree or have their knowledge and skills endorsed by a formal qualification. Using open source

cutting edge toolkits, students will learn to analyse business data and capitalise on it. Students will be exposed to cloud technologies through AWS and SAP partnerships and will enjoy the latest developments in state-of-art Machine Learning and Artificial Intelligence business practices.

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

1. Review theoretical approaches and analyse their application to achieve effective Business Intelligence and Business Analytics Systems practice;
2. 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;
3. Critically appraise cross disciplinary knowledge in creative decision making;
4. Effectively articulate complex knowledge and ideas to a variety of audiences; and,
5. Advocate consistently, with personal accountability for outputs in a contemporary work environment in a socially responsible manner.

Careers: The Graduate Certificate in Business Analytics prepares graduates for positions that include:

- Business Data Analyst
- Business Intelligence Analyst
- Business Analyst

Course Duration: 0.5 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the award of Graduate Certificate in Business Analytics, students will be required to complete 48 credit points consisting of:

- 48 credit points of core units

BC06008	Predictive Analytics	12
BC07000	Business Analytics and Visualisation	12
BC07006	Coding for Business Analytics	12
BC07007	Artificial Intelligence and Machine Learning for Business	12

Graduate Certificate in Change Management

Course Code: BTCM

Campus: Victoria University Online.

About this course: Victoria University (VU) Online's Graduate Certificate in Change Management offers a pathway towards our highly respected and industry-recognised MBA (Change Management) course. Delivered by student-focused and industry-connected academics from the internationally respected Victoria University Business School (VUBS), this course features four specialist units of study. Each of these units has been designed to foster the key skills required of today's emerging change

management leader, from agile project to change management and technological change. Students enjoy the benefits of a 100% online learning environment including flexible study options, with student support available 7 days a week and 24/7, anytime-anywhere access via our intuitive and immersive online learning environment. With 25 years' experience delivering accessible finance postgraduate courses, VU has equipped thousands of students – from all walks of life – with the skills and insights to successfully reach their personal career goals including promotion, salary increase, business ownership and leadership.

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

1. Cross-examine theoretical and philosophical approaches to change management and innovation across organisational contexts;
2. Appraise an organisation's need and readiness for change;
3. Justify an agile approach to change management;
4. Evaluate the complexities of implementing organisational and technological change;
5. Prescribe change management methodologies to change project plans in designing effective change management programs;
6. Exhibit knowledge and skills required for implementing change and driving innovation that turns vision into action; and,
7. Exemplify respect for ethical practice and social responsibility in managing change and innovation across organisational contexts.

- Consulting
- Senior management positions
- Change management consultant
- Human resources
- Coaching and training roles
- Project management
- Operations and logistics

Careers:

Course Duration: 8 months

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

COURSE STRUCTURE

To attain the award of Graduate Certificate in Change Management, students will be required to complete 48 credit points consisting of:

- 48 credit points of Core units

BMO6000	Agile Project and Change Management	12
BMO6624	Organisation Change Management	12
BMO7002	Technological Change and Innovation	12
BMO7003	Managing Change and Complexity	12

Graduate Certificate in Enterprise and Resource Planning Systems

Course Code: BTEN

Campus: City Flinders.

About this course: Victoria University is among the 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 Graduate Certificate in Enterprise and Resource Planning Systems 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 Graduate Certificate in Enterprise and Resource Planning Systems offers a pathway to the Master of Enterprise Resource Planning course and is designed for professionals with experience, but who are yet to get their Bachelor's degree.

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

1. Review conceptual frameworks and analyse their application to achieve effective Enterprise Systems practice;
2. Interpret and justify practical ERP concepts and related knowledge to think critically in the resolution of business problems in contemporary Enterprise Systems;
3. Critically adapt cross disciplinary knowledge in creative decision making;
4. Effectively discuss complex knowledge and ideas to a variety of audiences; and,
5. Advocate consistently, with personal accountability for outputs in a contemporary work environment in a socially responsible manner.

Careers: 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: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the award of Graduate Certificate in Enterprise and Resource Planning Systems, students will be required to complete 48 credit points consisting of:

- 48 credit points of core units

BC05501 Business Process Engineering 12

BC06603 Enterprise Resource Planning Systems 12

BC07000 Business Analytics and Visualisation 12

BC07001 Mobile Computing Application Programming 12

Graduate Certificate in Finance

Course Code: BTFF

Campus: Victoria University Online.

About this course: Victoria University (VU) Online's Graduate Certificate in Finance offers a pathway towards our highly respected and industry-recognised MBA (Finance) course. Delivered by student-focused and industry-connected academics from the internationally respected Victoria University Business School (VUBS), this course features four specialist units of study. Each of these units has been designed to foster the key skills required of today's emerging finance leader, from financial analysis to accounting and financial management, corporate finance and advanced finance. Students enjoy the benefits of a 100% online learning environment including flexible study options, with student support available 7 days a week and 24/7, anytime-anywhere access via our intuitive and immersive online learning environment. With 25 years' experience delivering accessible finance postgraduate courses, VU has equipped thousands of students – from all walks of life – with the skills and insights to successfully reach their personal career goals including promotion, salary increase, business ownership and leadership.

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

1. Review theoretical approaches and analyse their application to achieve effective finance practice;
2. Justify and interpret theoretical concepts and related knowledge to think critically in the resolution of authentic business problems in contemporary financial practice;
3. Critically apply cross disciplinary knowledge in creative decision making;
4. Demonstrate independent judgement and financial decision making in response to contemporary complex problems and future business challenges;
5. Effectively communicate complex knowledge and ideas to a variety of audiences;
6. Contribute consistently, with personal accountability for outputs in a dynamic 21st century work team, working in an ethical and socially responsible manner; and,
7. Apply and analyse technical skills required for professional practice in the field of finance.

- Leadership position within a finance division
- Banker
- Credit manager
- Fund manager
- Corporate auditor

Careers:

Course Duration: 8 months

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

COURSE STRUCTURE

To attain the award of Graduate Certificate in Finance, students will be required to complete 48 credit points consisting of:

- 48 credit points of Core units

BA05734	Financial Analysis	12
BA06000	Accounting and Financial Management	12
BA07000	Corporate Finance	12
BA07001	Advanced Finance	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 Human Resource Management. The Graduate Certificate in Industrial Relations and Human Resource offers a pathway to the Master of Human Resource Management course and is designed for professionals with experience, but who are yet to get their Bachelor's degree.

Course Objectives:On successful completion of this course, students will be able to:
1. Review theoretical approaches and analyse their application to achieve effective human resource practice; 2. 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; 3. Critically appraise cross disciplinary knowledge in creative decision making; 4. Effectively articulate complex knowledge and ideas to a variety of audiences; and, 5. Advocate consistently, with personal accountability for outputs in a contemporary work environment in a socially responsible manner.

Careers:The Graduate Certificate in Industrial Relations and Human Resource Management prepares graduates for positions that include:

- Human resources consultants
- Human resources managers
- Employee relations manager
- Union official or representative
- Project consultants
- Industrial relations and employee-relations specialists

Course Duration:0.5 years

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

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

- 48 credit points of core units

BMO5544	Industrial Relations	12
BMO5564	Human Resource Management	12
BMO5572	Strategic Human Resource Management	12
BMO6624	Organisation Change 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 organisations marketing objectives. Successful completion of the Graduate Certificate in Marketing allows students to pathway into the Master of Marketing course.

Course Objectives:On successful completion of this course, students will be able to:
1. Review theoretical approaches and analyse their application to achieve effective management strategies; 2. 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; 3. Critically appraise cross-disciplinary knowledge in decision making for management contexts; 4. Exhibit knowledge, capabilities, practices, attitudes, ethics and dispositions of the discipline and management profession; and 5. Effectively articulate complex knowledge and ideas to a variety of audiences.

Careers:The Graduate Certificate in Marketing prepares graduates for positions that include:

- marketing or product manager
- brand manager
- sales director
- campaign director
- marketing or brand consultant

Course Duration:0.5 years

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the award of Graduate Certificate in Marketing, students will be required to complete 48 credit points consisting of:

- 48 credit points of core units

BH05503	Marketing Communication	12
BH05574	Consumer Behaviour	12
BH06001	Digital Marketing	12
BH06505	Marketing Management	12

Graduate Certificate in Management

Course Code:BTMM

Campus:City Flinders.

About this course:The 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. Successful completion of the Graduate Certificate in Management allows students to pathway into the Master of Management course.

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

1. Review theoretical approaches and analyse their application to achieve effective management strategies;
2. 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;
3. Critically appraise cross-disciplinary knowledge in decision making for management contexts;
4. Exhibit knowledge, capabilities, practices, attitudes, ethics and dispositions of the discipline and management profession; and
5. Effectively articulate complex knowledge and ideas to a variety of audiences.

Careers:The Graduate Certificate in Management prepares graduates for positions that include:

- mid-level management positions
- project managers
- project consultants
- management consultants

Course Duration:0.5 years

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the award of Graduate Certificate in Management, students will be required to complete 48 credit points consisting of:

- 48 credit points of core units

BMO5567	Managing Workplace Conflict	12
BMO5572	Strategic Human Resource Management	12
BMO6050	Art and Practice of Leadership	12
BMO6508	Operations 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.

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

1. Critically reflect upon theoretical approaches and analyse their application to achieve effective change strategies.
2. Develop judgement to make effective decisions about organisational change - even when faced with imperfect or insufficient information.
3. Assess and manage organisational culture, diagnose problems, and implement cultural change.
4. Critically apply cross-disciplinary knowledge in decision making with creativity for innovation and change management contexts.
5. 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
6. 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:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline AND Five (5) years of approved work experience OR Applicants with a minimum ten (10) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline AND Five (5) years of approved work experience OR Applicants with a minimum ten (10) years approved work experience will be considered for admission to this course PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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
BMO7003	Managing Change and Complexity	12
BMO7004	Strategy and Strategic Change	12
BMO7000	Advanced Organisational Behaviour	12

Graduate Certificate in Business Administration

Course Code: BTPF

Campus: City Flinders, Victoria University Online.

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: 1. Review theoretical approaches and analyse their application to achieve effective business strategies. 2. 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. 3. Critically apply cross disciplinary knowledge in creative decision making. 4. Demonstrate independent judgement in a range of business functions in response to contemporary and future professional challenges. 5. 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: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course PLUS IELTS

(or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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
BMO6511	Strategic Management and Business Policy	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 this course, students will be able to: 1. Synthesise and critically review knowledge about business systems relevant to supply chain practices to make independent technical recommendations; 2. Analyse and evaluate literature applicable to established supply chain theories, and to emerging situations and challenges in contemporary supply chain situations; 3. Resolve complex problems related to, the ways in which networks of interconnected businesses collaborate to make, and deliver, products and services for global markets; 4. Effectively communicate complex supply chain management knowledge and ideas to a variety of audiences; and 5. 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: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Admission Requirements International: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

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

BEO5305	International Supply Chain Structure	12
BMO5574	Supply Chain and Logistics Management	12
BMO5579	Green Logistics	12
BMO6508	Operations Management	12

Graduate Certificate in Tourism and Destination Management

Course Code:BTDD

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. The course 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 in Business or Master of Tourism Hospitality and Events 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 this course, students will be able to:
 1. Review and appraise theoretical approaches for effective management decision-making in tourism and destination management practice;
 2. 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;
 3. Collaborate within teams to apply creative solutions for industry, government and community stakeholders, integrating complex knowledge and ideas effectively to achieve shared goals;
 4. Articulate effectively with a variety of audiences including multi-disciplinary teams, diverse cultural communities, business and other related stakeholders; and,
 5. Advocate consistently, with personal accountability for outputs in a contemporary work environment in a socially responsible manner.

Careers:The Graduate Certificate in Tourism and Destination Management prepares graduates for positions that include:

- Tourism planners;
- Tourism promotion agents and managers;
- 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:0.5 years

Admission Requirements:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

Admission Requirements International:Completion of an Australian Bachelor degree (or equivalent) in a similar discipline PLUS IELTS (or equivalent): Overall score of 6.5 (with no band less than 6.0 in Listening, Reading, Writing and Speaking)

COURSE STRUCTURE

To attain the award of Graduate Certificate in Tourism and Destination Management, students will be required to complete 48 credit points consisting of:

- 48 credit points of core units

BMO6050	Art and Practice of Leadership	12
BTD6001	Tourism and Events: Core Concepts and Theory	12
BTD7005	Business Events	12
BTD7006	Hospitality Operations Management	12

Graduate Certificate in Transport Systems

Course Code:BTTS

Campus:Werribee, City Flinders.

About this course:The Graduate Certificate in Transport Systems establishes a starting point for expansion of Transport Systems-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 transport, logistics and supply chain management. The course will be supplemented by professional considerations of the more general business context of transport and infrastructure management and related contemporary challenges. The Graduate Certificate 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 transport systems and infrastructure.

Course Objectives:On successful completion of this course, students will be able to:
 1. Exemplify initiative, ethical practices and social responsibility when leading in a contemporary transport systems work environment;
 2. Critically analyse, reflect on and synthesise complex transport operations, safety compliance, governance and

challenges in contemporary logistics and public transport systems; 3. Resolve complex transport issues through networks of interconnected businesses and stakeholders collaboration to develop strategies and execute action plan for an integrated transport systems; 4. Articulate complex knowledge and ideas to a variety of audiences in a culturally diverse communities and businesses; 5. Exhibit accountability in autonomous and collaborative judgements and innovative thinking in response to contemporary and future intelligent transport systems and challenges; and 6. Analyse and evaluate research findings applicable to business environments as part of the course work.

Careers: Graduates may find careers in operator and management-level positions in transport across sectors, third-party service provider, intermodal goods warehousing and distribution, and public transports. Graduates are encouraged to progress to the Master in Supply Chain Management.

Course Duration: 0.5 years

Admission Requirements: Completion of an Australian Bachelor degree (or equivalent) in a similar discipline OR Applicants with a minimum five (5) years approved work experience will be considered for admission to this course.

COURSE STRUCTURE

To attain the Graduate Certificate in Transport Systems, students will be required to complete 48 credit points consisting of:

- 48 credit points of professional core units

BMO6001	Transport and Logistic Systems	12
BMO6002	Public Transport and Strategies	12
BMO6003	Transport Policy Governance and Safety	12
BMO6004	Future Transport and Infrastructure Strategies	12

Majors/Minors

BMAACT Accounting

Locations: Footscray Park, VU Sydney, City Flinders

After developing a solid grounding in business in your first year, customise your degree with a major in Accounting. Students must also complete BMIPAC Professional Accounting 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. By completing all units in this major, along with the Professional Accounting minor, graduates are eligible for admission into the CPA and the Chartered Accountants Australia and New Zealand Programs.

Major Studies

BA02000	Accounting Information Systems	12
BA02001	Corporate Finance	12
BA02202	Financial Accounting	12
BA02203	Corporate Accounting	12
BA02204	Management Accounting	12
BE02006	Corporate Regulation	12

OR

BA03306	Auditing	12
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Capstone Units

BA03309	Advanced Financial Accounting	12
BPD3100	Applied Business Challenge	12

OR

BPD2100	International Business Challenge	12
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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.

BA02202	Financial Accounting	12
BA02203	Corporate Accounting	12
BE02255	Applied Statistics for Business	12
BMO2004	Business Ethics	12
BA03000	Personal Financial Planning	12
BA03403	Investment and Portfolio Management	12
BE03000	Risk Management Models	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

BA02001	Corporate Finance	12
BE02000	Financial Institutions and Monetary Theory	12
BE02001	Commercial Banking and Finance	12
BA03402	International Banking and Finance	12
BA03404	Credit and Lending Decisions	12
BLO3405	Law of Financial Institutions and Securities	12

Capstone Units

BA03403	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

BH02000	Event Operations	12
BH02301	Sustainable Operations	12
BH02422	Event Creation and Design	12
BH02006	Introduction to Tourism Hospitality and Events	12
BBB3100	Business Integrated Learning	12
BH03421	Business Events	12

Capstone Units

BH03406	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

BA02001	Corporate Finance	12
BE02255	Applied Statistics for Business	12
BE02401	Risk Management and Insurance	12
BLO2206	Taxation Law and Practice	12
OR		
BLO3405	Law of Financial Institutions and Securities	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

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 (AHRM). 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

BBB3100	Business Integrated Learning	12
BMO2000	Human Resource Management	12

BMO2001	International Human Resource Management	12
BMO2003	Human Resource Development	12
BMO3323	Employee Relations Management	12
BMO3420	Human Resource Information Systems	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.

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.

BE02002	International Business Context	12
BBC2005	Doing Business in China	12
BE03430	International Economic Analysis	12
BH02301	Sustainable Operations	12
BBC3005	China in the World Economy	12
BE02003	International Economics and Finance	12
BE03432	Strategic International Trade Operations	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

BH02006	Introduction to Tourism Hospitality and Events	12
BH02285	Marketing Research	12
BH02005	Hotel and Resort Operations Management	12
BH02434	Consumer Behaviour	12
BBB3100	Business Integrated Learning	12
BMO2181	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
BC02041	Systems Analysis and Design	12
NIT1201	Introduction to Database Systems	12

NIT2113	Cloud Application Development	12
NIT2171	Introduction to ICT Management	12
NIT2201	IT Profession and Ethics	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, project management methodologies and investigation techniques that will enable you 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

BH02006	Introduction to Tourism Hospitality and Events	12
BH02193	Tourism Product Design and Delivery	12
BH02005	Hotel and Resort Operations Management	12
BH02301	Sustainable Operations	12
BH03499	Managing Sustainable Destinations	12
BBB3100	Business Integrated Learning	12

Capstone Units

BH03507	International Trends and Issues	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

BH03373	International Marketing	12
BMO2000	Human Resource Management	12

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

ACU1002	Creativity, Communication and the Digital Age	12
BH03406	Live Performance Management	12
BH03439	Marketing Services and Experiences	12
AC02014	Popular Music History	12
AC03013	Musics of the World	12

BAB122 Law (Music Industry), a cross-institutional unit from Boxhill Institute. The College Course and Unit Administrators can assist students to arrange their cross-institutional study.

Capstone Units

AC03003	Music and the Mind	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			BH03499	Managing Sustainable Destinations	12
BMO2181	Operations Management	12	Capstone Units		
BMO2201	Distribution Management	12	BH03507	International Trends and Issues	12
BMO2202	Purchasing and Supply Management	12	BPD3100	Applied Business Challenge	12
BMO2203	E-Supply Chain Management	12	OR		
BMO3123	Integrated Supply Chain Management	12	BPD2100	International Business Challenge	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.

BMATHM Tourism and Hospitality Management

Locations:Footscray Park

The new specialist Tourism & Hospitality Management major offered through the Bachelor of Business at Victoria University, will equip you with knowledge of the major operational, managerial and strategic areas within the tourism and hospitality industries. You will gain the skills and knowledge to develop, operate, manage and market sustainable tourism products, experiences, businesses and destinations. Whether you choose to work in the public or private tourism sector, or join a tour operator, airline, hotel or resort, you will graduate with in-depth knowledge about the principles and practices of the international tourism and hospitality industry. You will gain a thorough understanding of the industry's core trends and issues, as well as insights into: product innovation and service development pricing, consumer behaviour and negotiation working with stakeholders from various cultural backgrounds. You will learn from academics with expertise in the business, tourism and hospitality industries and gain valuable insights from industry guest lectures, field trips and workshops and graduate work-ready and benefit from access to leading companies in the field thanks to VU's practical skills-based work-integrated learning units and key focus on developing your leadership and career essential human relations skills.

Major Studies

BH02005	Hotel and Resort Operations Management	12
BH02006	Introduction to Tourism Hospitality and Events	12
BH02193	Tourism Product Design and Delivery	12
BBB3100	Business Integrated Learning	12
BH03312	Revenue Management	12

BMIACT 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.

BA02202	Financial Accounting	12
BMO2004	Business Ethics	12
BA03403	Investment and Portfolio Management	12
BE03000	Risk Management Models	12

BMIBKF Banking and Finance

Locations: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
BH02006	Introduction to Tourism Hospitality and Events	12
BH03421	Business Events	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.

BMO2004	Business Ethics	12
BA03402	International Banking and Finance	12
BE03433	Field Research Project	12
BBB3100	Business Integrated Learning	12

BMIHRM 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

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.

BE02002	International Business Context	12
BE02003	International Economics and Finance	12
BE03430	International Economic Analysis	12
BE03432	Strategic International Trade Operations	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.

BE02002	International Business Context	12
BBC3005	China in the World Economy	12
BE03433	Field Research Project	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.

BH02005	Hotel and Resort Operations Management	12
BH02006	Introduction to Tourism Hospitality and Events	12
BH02434	Consumer Behaviour	12
BMO2181	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.

BCO2000	Business Process Modelling	12
BCO2041	Systems Analysis and Design	12
NIT1201	Introduction to Database Systems	12
NIT2201	IT Profession and Ethics	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

BMIITM 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.

BH02005	Hotel and Resort Operations Management	12
BH02006	Introduction to Tourism Hospitality and Events	12
BH02193	Tourism Product Design and Delivery	12
BH03499	Managing Sustainable Destinations	12

BMIIMAI 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
BHO2434	Consumer Behaviour	12
BHO3439	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.

ACO2014	Popular Music History	12
ACO3013	Musics of the World	12
ACU1002	Creativity, Communication and the Digital Age	12

BAB122 Law (Music Industry), a cross-institutional unit from Boxhill Institute. The College Course and Unit Administrators can assist students to arrange their cross-institutional study.

BMIPAC Professional Accounting

Locations: Footscray Park, VU Sydney, City Flinders

This minor provides an integrated set of units to meet CPA professional accreditation requirements for students undertaking the Accounting major.

BA03306	Auditing	12
BLO2206	Taxation Law and Practice	12
NIT2171	Introduction to ICT Management	12
NIT3171	ICT Business Analytics and Data Visualisation	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

BMITAS Tourism and Aboriginal Sustainability

Locations: Footscray Park

The Tourism and Aboriginal Sustainability minor will combine Aboriginal and tourism units to create a new learning space for environmental management students that will challenge their perspectives on sustainability from a business framework and Aboriginal standpoint. Students will undertake case studies, critically examine tourism impacts and explore the economic, human and environmental relationships to tourism management through an environmental and Aboriginal context. The minor will deconstruct students' knowledge on creating and maintaining ethical relationships with Aboriginal people while deepening disciplinary understanding on Aboriginal sustainability. Students will explore and critically analyse tourism and its impact on Aboriginal participation through a decolonising lens that will provide a framework for future engagement with Aboriginal community and provide learning on the creation of sustainable urban environments for all people.

AEK2203	Indigenous Perspectives On Sustainability	12
BHO2006	Introduction to Tourism Hospitality and Events	12
AEK3203	Working Ethically in Aboriginal Community	12
BHO3499	Managing Sustainable Destinations	12

BMITHM Tourism and Hospitality Management

Locations: Footscray Park

This Tourism & Hospitality Management minor offered through the Bachelor of Business at Victoria University, will equip you with knowledge of the major operational, managerial and strategic areas within the tourism and hospitality industries. You will learn from academics with expertise in the business, tourism and hospitality industries and gain valuable skills and knowledge to develop, operate, manage and market sustainable tourism products, experiences, businesses and destinations.

BHO2005	Hotel and Resort Operations Management	12
BHO2006	Introduction to Tourism Hospitality and Events	12

BH02193	Tourism Product Design and Delivery	12
BH03499	Managing Sustainable Destinations	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 BBB3100 and BBB3000.

BPD2100	International Business Challenge	12
BBB3100	Business Integrated Learning	12
BBB3000	Cooperative Education	12
BMO3478	Workplace Mentoring Program	12

BSPACC Accounting

Locations: Footscray Park, City Flinders

Reach your goals in the accounting services industry with the Bachelor of Business Accounting specialisation. With the right sequence of units, you can gain CPA Australia entry and become an associate member of the Institute of Chartered Accountants in Australia. Graduates with this specialisation can gain employment in accounting practices, medium and large corporations, the public sector and not-for-profit organisations.

BA02000	Accounting Information Systems	12
BA02001	Corporate Finance	12
BA02202	Financial Accounting	12
BA02203	Corporate Accounting	12
BA02204	Management Accounting	12
BA03309	Advanced Financial Accounting	12
BE02006	Corporate Regulation	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).

BA02000	Accounting Information Systems	12
BA02001	Corporate Finance	12
BA02202	Financial Accounting	12
BA02203	Corporate Accounting	12
BA02204	Management Accounting	12
BA03309	Advanced Financial Accounting	12
BPD3100	Applied Business Challenge	12
BE02006	Corporate Regulation	12

BSPBAF Banking and Finance

Locations: Footscray Park, City Flinders

Launch your career in banking and financial services, funds management, treasury and financial markets, and wealth management. The Bachelor of Business Banking and Finance specialisation will develop your understanding of the institutions, instruments and markets of the financial services sector. You will also be able to undertake units of study to satisfy Australian Securities and Investments Commission's (ASIC) RG146 compliance requirements, enabling you to work in organisations providing financial product advice to retail clients.

Specialisation Requirements Students are required to successfully complete all seven units of study.

BA02000	Accounting Information Systems	12
BA03402	International Banking and Finance	12
BA03403	Investment and Portfolio Management	12
BA03404	Credit and Lending Decisions	12
BE02000	Financial Institutions and Monetary Theory	12
BE02001	Commercial Banking and Finance	12
BL03405	Law of Financial Institutions and Securities	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).

BA02001	Corporate Finance	12	BH02301	Sustainable Operations	12
BA03402	International Banking and Finance	12	BH02422	Event Creation and Design	12
BA03403	Investment and Portfolio Management	12	BH02006	Introduction to Tourism Hospitality and Events	12
BA03404	Credit and Lending Decisions	12	BH03406	Live Performance Management	12
BE02000	Financial Institutions and Monetary Theory	12	BH02000	Event Operations	12
BE02001	Commercial Banking and Finance	12	BH03421	Business Events	12
BL03405	Law of Financial Institutions and Securities	12	BBB3100	Business Integrated Learning	12
BPD3100	Applied Business Challenge	12	BPD3100	Applied Business Challenge	12

BSPCHG Change Management

Locations:Victoria University Online

The Change Management specialisation explores developing and successfully implementing strategy, leading change and mastering the complexity of management. These sought-after skills and key to employability in change management, leadership and related fields. Within this specialisation, students will build an in-depth understanding of organisational change at a human level as they further develop their skills and ability to successfully communicate, motivate and participate, as well as to mobilise and lead others through the role of a change agent.

BMO6000	Agile Project and Change Management	12
BMO6624	Organisation Change Management	12
BMO7002	Technological Change and Innovation	12
BMO7003	Managing Change and Complexity	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).

BSPFIN Finance

Locations:Victoria University Online

The Master of Business Administration (Finance) is an academically rigorous and professionally relevant business course recognised globally with a specialisation in finance. The course develops conceptual knowledge incorporating recent developments in sustainability and global trends in business, as well as financial expertise. 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.

BA06000	Accounting and Financial Management	12
BA07000	Corporate Finance	12
BA07001	Advanced Finance	12
BGP7730	Business Research Project	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).

BA03000	Personal Financial Planning	12
BA03403	Investment and Portfolio Management	12
BE02401	Risk Management and Insurance	12
BE03000	Risk Management Models	12
BE02255	Applied Statistics for Business	12
BA02001	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).

BBB3100	Business Integrated Learning	12
BMO2000	Human Resource Management	12
BMO2001	International Human Resource Management	12
BMO2003	Human Resource Development	12
BMO3323	Employee Relations Management	12
BMO3332	Managing Organisational Change	12
BMO3420	Human Resource Information Systems	12
BPD3100	Applied Business Challenge	12

BSPHRM Human Resource Management

Locations: Footscray Park, City Flinders

Learn the skills to begin your career in human resources with the Bachelor of Business Human Resource Management specialisation. This industry-focused specialisation has professional recognition by the Australian Human Resource Institute (AHRI).

Specialisation Requirements Students are required to successfully complete all seven units of study.

BMO3420	Human Resource Information Systems	12
BMO2000	Human Resource Management	12
BMO3323	Employee Relations Management	12
BMO3324	Consulting and Counselling	
BMO3325	Human Resources Management Evaluation	
BBB3100	Business Integrated Learning	12
BMO3476	Training and Development	

BSPHM International Hospitality Management

Locations: Footscray Park, Werribee, City Flinders

Expand your hospitality career options with the Bachelor of Business International Hospitality Management specialisation. 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 the compulsory one year full-time cooperative education component, allowing you to apply new skills in a real work environment.

Specialisation Requirements Students are required to successfully complete all seven units of study. Further, those who choose to study this specialisation must complete a year of compulsory industry experience by undertaking BBB3001 Co-operative Education 1 and BBB3002 Co-operative Education 2 as part of the Bachelor of Business program. This will extend the length of the program by 1 year. Please note that this will reduce the elective units of study from seven to five. 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).

BHO2005	Hotel and Resort Operations Management	12
BHO2006	Introduction to Tourism Hospitality and Events	12
BHO2285	Marketing Research	12
BHO2434	Consumer Behaviour	12
BHO3312	Revenue Management	12
BMO2181	Operations Management	12
BHO2002	International Human Relations	

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).

BHO2005	Hotel and Resort Operations Management	12
BHO2006	Introduction to Tourism Hospitality and Events	12
BHO2434	Consumer Behaviour	12
BHO3312	Revenue Management	12
BMO2181	Operations Management	12
BHO2002	International Human Relations	
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).

BC02000	Business Process Modelling	12
BC02041	Systems Analysis and Design	12
BC03447	Information Systems Project	12
NIT1201	Introduction to Database Systems	12
NIT2113	Cloud Application Development	12

NIT2171	Introduction to ICT Management	12
BPD3100	Applied Business Challenge	12
BC03442	Information Ethics and Management	

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).

BHO2005	Hotel and Resort Operations Management	12
BHO2006	Introduction to Tourism Hospitality and Events	12
BHO2193	Tourism Product Design and Delivery	12
BHO2301	Sustainable Operations	12
BHO3499	Managing Sustainable Destinations	12
BHO3507	International Trends and Issues	12
BPD3100	Applied Business Challenge	12
BBB3100	Business Integrated Learning	12

BSPISY Information Systems

Locations: Footscray Park, Werribee, City Flinders

Begin your career in the fast-paced world of Information Systems with this Bachelor of Business specialisation. You will focus on the strategic use, management and development of information systems within an organisation, and gain an understanding of how and why certain information systems are used and deployed within organisations. On completion of this specialisation, you will have an understanding of the use of transactional and data warehouse systems, programming and problem solving techniques, and analysis, design and implementation of

information systems. You can attain professional membership of the Australian Computer Society (ACS).

Specialisation Requirements Students are required to successfully complete all seven units of study.

BC01046 Computer Systems

BC01103 Web Enabled Business Systems

BC01147 Introduction to Programming Concepts

BC02148 Systems Analysis

BC03144 Systems Design

BC03150 Systems Implementation 12

NIT1201 Introduction to Database Systems 12

BSPITD 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).

BE02002 International Business Context 12

BE02264 Microeconomic Analysis 12

BH03373 International Marketing 12

BE02003 International Economics and Finance 12

BE03430 International Economic Analysis 12

BE03432 Strategic International Trade Operations 12

BE02004 International Trade Practices 12

BPD3100 Applied Business Challenge 12

BSPITR International Trade

Locations: Footscray Park, City Flinders

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 all seven units of study.

BE02002 International Business Context 12

BE02264 Microeconomic Analysis 12

BH03373 International Marketing 12

BE02003 International Economics and Finance 12

BE03430 International Economic Analysis 12

BE03432 Strategic International Trade Operations 12

BE02004 International Trade Practices 12

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).

BH03373 International Marketing 12

BMO3000 Knowledge Management Practices for Innovative Organisation 12

BMO2004 Business Ethics 12

BMO2000 Human Resource Management 12

BMO3332 Managing Organisational Change 12

BMO2002 Strategic Management 12

BMO2005 Innovation and Entrepreneurship 12

BPD3100 Applied Business Challenge 12

BSPMAQ Professional Accounting

Locations: VU Sydney, City Flinders

The Graduate Diploma in Business (Professional 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.

BA05522 Managerial Accounting 12

BA05525 Financial and Corporate Accounting 12

BA05534	Business Finance	12
BA05543	Accounting Systems and Processes	12

BSPMAR Marketing

Locations:Footscray Park, City Flinders

Launch your marketing career with the Bachelor of Business 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 all seven 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

BSPMBU Business Analytics and Visualisation

Locations:City Flinders

The Graduate Diploma in Business (Business Analytics) offers a pathway to Master of Business Analytics course and 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 Graduate Diploma in Business 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.

BC06008	Predictive Analytics	12
BC07000	Business Analytics and Visualisation	12
BC07006	Coding for Business Analytics	12
BC07007	Artificial Intelligence and Machine Learning for Business	12

BSPMEN Enterprise Resource Planning

Locations:VU Sydney, City Flinders

Victoria University is one of the world's leading institutions in ERP (SAP) education as recognised by industry, SAP and academia. The Graduate Diploma in Business (Enterprise Resource Planning) 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 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.

BC05501	Business Process Engineering	12
BC05651	Enterprise Resource Planning Systems Implementation	12
BC07000	Business Analytics and Visualisation	12
BC07001	Mobile Computing Application Programming	12

BSPMFA Finance

Locations:City Flinders

The Graduate Diploma in Business (Finance) is an academically focused and professionally relevant business course for practicing financial advisors and others working in the finance industry. It is designed for those who already have a base of significant relevant professional experience or have a Bachelor's degree. The course combines formal units of study, related learning and strategy development, and aims to develop skills for professional careers in financial management, fund management, securities trading and financial risk management. This is complemented with skills development focusing on critical thinking, problem solving, creativity and social aspects through authentic assessment.

BA05534	Business Finance	12
BA05734	Financial Analysis	12
BA06003	Global Credit Analysis and Lending Management	12
BA07002	Security Valuation and Portfolio Management	12

BSPMHR Human Resource Management

Locations:Footscray Park

Become a human resource management (HRM) expert. 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 as part of the BBUS HRM degree. 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.

BBB3100	Business Integrated Learning	12
BMO2000	Human Resource Management	12
BMO2001	International Human Resource Management	12
BMO2003	Human Resource Development	12
BMO3323	Employee Relations Management	12

BMO3332	Managing Organisational Change	12
BMO3420	Human Resource Information Systems	12

BSPMKT Marketing

Locations:City Flinders

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.

BHO5503	Marketing Communication	12
BHO5574	Consumer Behaviour	12
BHO6001	Digital Marketing	12
BHO6505	Marketing Management	12

BSPMMN Management

Locations:City Flinders

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 Management.

BMO5567	Managing Workplace Conflict	12
BMO5572	Strategic Human Resource Management	12
BMO6050	Art and Practice of Leadership	12
BMO6508	Operations Management	12

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).

BHO2259	Product and Services Innovations	12
BHO2265	Integrated Marketing Communications	12
BHO2285	Marketing Research	12
BHO2434	Consumer Behaviour	12

BHO3373	International Marketing	12
BHO3435	Marketing Planning and Strategy	12
BHO3439	Marketing Services and Experiences	12
BPD3100	Applied Business Challenge	12

BSPMRM Human Resource Management

Locations:City Flinders

The Graduate Diploma in Business (Human Resource Management) offers a pathway to Master of Human Resource Management course and it is designed for those who already have a base of significant relevant professional experience but do not yet have a Bachelor's degree. This is a one year degree that educates students in relation to a range of 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.

BMO5544	Industrial Relations	12
BMO5564	Human Resource Management	12
BMO5572	Strategic Human Resource Management	12
BMO6624	Organisation Change Management	12

BSPMSU Supply Chain Management

Locations:City Flinders

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 in the field of logistics, operations management 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.

BE05305	International Supply Chain Structure	12
BMO5574	Supply Chain and Logistics Management	12
BMO5579	Green Logistics	12
BMO6508	Operations Management	12

BSPMTE Tourism Hospitality and Events Management

Locations:City Flinders

The Graduate Diploma in Business (Tourism, Hospitality and Events Management) offers a post graduate qualification that will equip graduates for a wide range of roles within the rapidly growing tourism and events sectors. The course incorporates tourism, hospitality and events management studies with a focus on addressing contemporary issues and challenges faced by destinations internationally. The Graduate Diploma in Business (Tourism, Hospitality and Events Management) prepares graduates to professionally engage with contemporary and emerging industry issues within the visitor economy. The course equips students with a range of managerial skills and builds knowledge in an array of disciplines. The Graduate Diploma of Tourism, Hospitality and Events Management offers the opportunity to continue further study of the Master of Tourism, Hospitality and Events Management. In completing this course, students will have attained specific insight into tourism,

hospitality and event management policy development, gained professional networks and have the capability of becoming future tourism industry leaders.

BTD6001	Tourism and Events: Core Concepts and Theory	12
BTD7001	International Tourism Management	12
BTD7005	Business Events	12
BTD7006	Hospitality Operations Management	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).

ACU1002	Creativity, Communication and the Digital Age	12
BH03406	Live Performance Management	12
BH03439	Marketing Services and Experiences	12
ACO2014	Popular Music History	12
ACO3003	Music and the Mind	12
ACO3013	Musics of the World	12
BPD3100	Applied Business Challenge	12

BAB122 Law (Music Industry), a cross-institutional unit from Boxhill Institute. The College Course and Unit Administrators can assist students to arrange their cross-institutional study.

BSPSCM 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 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

BSPSCM Supply Chain and Logistics Management

Locations: Footscray Park, City Flinders

Develop your career in logistics and supply chain management with the Bachelor of Business Supply Chain and Logistics Management specialisation. 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 Transport. (CILTA). Graduates of 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.

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

BSPTOM Tourism Management

Locations: Footscray Park, City Flinders

Equip yourself with the skills and knowledge to develop, operate, manage and market sustainable tourism businesses and destinations with the Bachelor of Business Tourism Management specialisation. Gain the theoretical and practical knowledge required to design and deliver tourism products and experiences, and to apply effective business management techniques to the operation of tourism enterprises. You will learn about current trends and issues facing the tourism industry, the meaning and practice of tourism planning and sustainable destination management, and project methodologies and investigation techniques to better understand and solve problems facing tourism organisations. You will also benefit from the compulsory one-year, full-time co-operative education component, allowing you to apply new skills in a real work environment.

BHO2005	Hotel and Resort Operations Management	12
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BH02006	Introduction to Tourism Hospitality and Events	12
BH02193	Tourism Product Design and Delivery	12
BH02301	Sustainable Operations	12
BH03499	Managing Sustainable Destinations	12
BH03507	International Trends and Issues	12
BH03510	Hospitality, Tourism & Events Industry Project	

UNITS

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). 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. Use accounting software to record business transactions.

Required Reading: Hoggett, J. (2018). (10th ed.). Financial Accounting Melbourne: John Wiley & Sons Australia Ltd. • Students may alternatively, purchase an ebook version of the above textbook directly from the publishers John Wiley & Sons Australia Ltd. The URL is <http://www.wileydirect.com.au/buy/financial-accounting-10th-edition/>

Assessment: Test, Online Quizzes - Multiple Choice Questions, 20%. Test, In-class Test - Practical Questions, 20%. Exercise, MYOB Exercise, 20%. Examination, In-class Exam - Practical Questions and Short Answer, 40%.

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: 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 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. Systematically analyse the financial press and interpret the information in relation to Australian and global financial institutions; 2. Collaboratively, synthesise the theoretical and practical developments in finance in our dynamic, global context;

3. Decode and interpret Corporate Finance concepts and make financial decisions based on the financial results; 4. Adapt the application of specific techniques of analysis in solving Corporate Finance problems; and 5. Investigate the impact of alternative financing proposals that a firm may face in the long term and present recommendations.

Required Reading: Berk, J., Demarzo, P., Harford, J., Ford, G., & Mollica, V. (2017). (3rd ed.). Fundamentals of Corporate Finance Melbourne: Pearson Australia.

Assessment: Test, In-Class Test 1, 10%. Test, In-Class Test 2, 30%. Assignment, Statistical Group Report, 15%. Test, In-Class Test 3, 45%. Financial calculators may be used in the final test.

BAO2202 Financial Accounting

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BAO2000 - Accounting Information Systems Does not apply to students completing; BBCA Bachelor of Commerce, BBLC Bachelor of Commerce (Applied Finance)/Bachelor of Laws, LHLC Bachelor of Laws (Honours)/Bachelor of Commerce (Applied Finance)

Description: The objective of this unit is to provide students with knowledge of financial 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. Working collaboratively, evaluate and present supplementary information and professional requirements for disclosing this information in the notes attached to financial statements.

Required Reading: Loftus, J., Leo, K., Boys, N., Daniliuc, S., Luke, B., Ang, Hong N., Byrnes, K., (2017), 2nd ed, Financial Reporting, John Wiley & Sons Australia, Ltd.

Assessment: Test, Online Quizzes- 3 Progressive Assessments (6%, 7%, 7%), 20%. Test, Class Tests- 3 Progressive Assessments (15%, 15%, 20%), 50%. Assignment, Group Assignment, 20%. Presentation, Group Presentation, 10%.

BAO2203 Corporate Accounting

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BAO2202 - Financial Accounting

Description: 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. Analyse and prepare accounting 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 and apply the accounting concepts and theories underlying corporate reporting in their relevance to addressing complex and emerging problems in corporate accounting; and

Required Reading: Loftus, J., et al. (2020). (3rd ed.). *Financial Reporting* Melbourne: John Wiley and Sons.

Assessment: Test, Test 1, 20%. Test, Test 2, 30%. Case Study, Group Case Study, 30%. Presentation, Group Presentation, 20%.

BAO2204 Management Accounting

Locations: Footscray Park, VU Sydney, City Flinders.

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 and 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 and present sustainability reports of companies and their capacity to address important, complex and unpredictable problems in management accounting.

Required Reading: Langfield-Smith, K., Thorne, H., and Hilton, W.R., 2018 8th ed *Management Accounting: Information for Managing and Creating Value* McGraw Hill

Assessment: Test, Online In-Class Multiple Choice Test, 15%. Test, In-Class Short Theory and Practical Questions, 20%. Presentation, Case Study Presentation, 15%. Examination, Final Exam: Practical and short theory questions, 50%.

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.

Required Reading: Taylor, S. (2019). (Essentials ed.). *Financial Planning in Australia 2019* Chatswood, N.S.W.: LexisNexis Butterworths Australia.

Assessment: Test, Online quizzes x 2, 10%. Assignment, Statement of advice – Group assignment, 35%. Presentation, Group assignment presentation, 15%. Test, Problem-based written task (in-class), 40%.

BAO3306 Auditing

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BAO2203 - Corporate Accounting

Description: This is a final year required unit in the Bachelor of Business (Accounting) degree. This unit must be completed to satisfy CPA Australia and CAANZ admission requirements as well. The unit introduces students to some of the key tools used by auditors for collecting and evaluating evidence, in both manual and computerised accounting information systems, so as to enable them to express an opinion on the fair presentation of the financial statements. In addition, the unit provides students with an insight into the current auditing environment, including legal liability, ethical and other professional aspects such as the "audit expectation gap". As such, the subject provides both a conceptual and practical 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. Active participation in the unit including the completion of the assessments is designed to enhance a number of generic skills. 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. Synthesize 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; 2. Investigate the audit process and apply 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; 3. Investigate and develop an insight into the audit of specific transactions and account balances; 4. Articulate the auditor's responsibility in completing an audit; and, 5. Clarify and advocate other assurance engagements that can be offered by accounting firms.

Required Reading: Moroney, R., Campbell, F., & Hamilton, J. (2017). (3rd ed.). *Auditing: A practical approach* Milton, QLD: Wiley. Recommended readings will be made available via the unit VU Collaborate site.

Assessment: Test, In-class test x 3 (10%, 15%, 15%), 40%. Assignment, Group Assignment, 40%. Presentation, Group Presentation, 20%.

BAO3309 Advanced Financial Accounting

Locations: Footscray Park, VU Sydney, City Flinders.

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 individual and group based assessment tasks.

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 corporate social and environmental reporting; 3. Elucidate factors that influence financial and non-financial accounting practice with reference to a broad and coherent body of theoretical knowledge; 4. Critically analyse and justify accounting standards that apply to financial reporting in order to improve skills in exercising professional judgement in accounting practice; and 5. Evaluate and debate contemporary issues relevant to the application of accounting standards and their impact on financial reporting in local and global communities.

Required Reading: Deegan, C., (2019), 9th edition, Financial Accounting, McGraw-Hill, Australia Deegan, C., (2014), 4th edition, Financial Accounting Theory, McGraw-Hill, Australia Recommended Text: Rankin, M., (2018), Contemporary issues in accounting, 2nd Ed, McGraw-Hill, Australia.

Assessment: Test, Test x2 (test 1: 15%, test 2: 35%), 50%. Case Study, Individual case study, 20%. Project, Group Project - Research: 20% / Presentation: 10%, 30%.

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 business and finance. 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 operation and management of international financial corporations, the international banking environment and institutional structure are emphasised. 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.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically analyse financial and banking decisions of globally operated businesses in relation to the foreign exchange market and international financial markets; 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 of international financial management decisions with emphasis on the significance of managing foreign exchange exposure; 4. Critically evaluate hedging approaches and techniques in managing currency exchange risk; and 5. Advocate and justify short-term and long-term investment, financial and cash management decisions in a global context;

Required Reading: Madura, J. & Fox, R. (2017). (4th ed.). International financial management United Kingdom: Cengage Learning.

Assessment: Test, In-class Test, 10%. Case Study, Case Study 1, 30%. Report, Critical Review Group Report, 30%. Case Study, Case Study 2, 30%. 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. It 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. Demonstrate an understanding of the theoretical aspects of financial markets and risks and returns of financial securities; 2. 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; 3. Critically review economic and financial theories and concepts through the examination of security valuation and portfolio construction; 4. 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; 5. Critique a range of portfolio evaluation approaches and techniques to evaluate professional portfolio managers' performance; 6. 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 7. Elucidate independent expositions of knowledge and ideas to clearly, coherently and succinctly address complex and unpredictable problems.

Required Reading: Bodie, Z., Kane, A. & Marcus A.J. (2018). (11th ed.). Essentials of Investments Sydney: McGraw-Hill Education.

Assessment: Test, Multiple Choice Questions, 10%. Test, Short Answer Questions, 30%. Case Study, Case Study Analysis (Individual), 30%. Assignment, Group Assignment, 30%.

BAO3404 Credit and Lending Decisions

Locations: City Flinders.

Prerequisites: BEO2000 - 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 in relation to several different types of loans;
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;
5. Discuss and analyse the broader issues involved in a financial institution's management of its credit risk.

Required Reading: Sathye M, Bartle J, Vincent M, & Boffey R; 2017; 4th edition *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 and presentation, 40%. Test, Short answer questions, case studies, calculation questions, 40%.

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. Investigate the sustainability performance practice of selected business organisations and make recommendations for improvement by working as a collaborative team.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Presentation, Individual presentation on allocated topics, 20%. Report, Group integrated report on financial statements of multi-national companies focusing on 17 key elements in the internal context, 30%. Examination, Final examination, 50%.

BAO5524 Professional Auditing

Locations: VU Sydney, City Flinders.

Prerequisites: BAO5525 - Financial and Corporate Accounting

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.

Required Reading: Moroney, R, Campbell, F & Hamilton, J (2017) 3rd ed *Auditing: a practical approach* John Wiley & Sons Australia Ltd, Milton, Qld

Assessment: Test, Online quiz, 20%. Case Study, Applying audit theories/procedures to a practical situation on a real-life company (group), 30%. Test, In-class test, 50%.

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.

BAO5525 Financial and Corporate Accounting

Locations: VU Sydney, City Flinders.

Prerequisites: BAO5543 - Accounting Systems and Processes

Description: This unit of study extends understanding of accounting concepts and their application 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. Critically examine and assess the impact of financial reporting changes in Australian and International contexts;
4. Interpret findings through quantitative analysis; and
5. Advocate the findings effectively to business and to broader audiences.

Required Reading: Deegan, C. (2020), 9th edn *Financial accounting Australia*: McGraw-Hill.

Assessment:Case Study, Case study on contemporary accounting issues, 25%. Assignment, Group consolidation assignment, 25%. Examination, Final examination, 50%.

BA05534 Business Finance

Locations:VU Sydney, City Flinders.

Prerequisites:Nil.

Description:This unit introduces students to the theory and application of business finance. With the emphasis on publicly listed companies, topics covered include; the corporate objective of management; investment evaluation models; valuation of equity and debt instruments; issues in risk and return; portfolio theory; asset pricing models; cost of capital, issues in capital structure and ethics in business finance. The unit provides students with the necessary knowledge and skills in enabling business financial decision making to maximise firm's value.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to: 1.Critically evaluate and adapt finance, accounting and economic theories, frameworks and methods to make sound business finance decisions; 2.Articulate firm's long-term investments and financing decisions and recommend appropriate actions to enhance the owners wealth; 3.Contextualise the implications of a firm's business finance decisions/strategies for a range of stakeholders in view of the firm's sustainability considerations; 4.Appraise the importance of ethics and social responsibility awareness in business finance; and 5.Compose, articulate findings and make recommendations to assist in financial decision-making throughout the corporate cycle.

Required Reading:Zutter, C. J., & Smart, S. B. (2019). (15th ed., Global Edition). Principles of Managerial Finance Harlow, England: Pearson.

Assessment:Test, problem based and theoretical short answer questions, 20%. Case Study, Group case study analysis on financial decision making, 30%. Examination, Final examination, 50%.

BA05535 Issues in Contemporary Accounting

Locations:VU Sydney, City Flinders.

Prerequisites:BA05525 - Financial and Corporate Accounting

Description:This unit of study is the capstone accounting unit of postgraduate accounting study. The unit draws upon, and further develops, students' prior knowledge of accounting. The unit is designed to develop students' analytical and critical thinking skills. It investigates and analyses aspects of the conceptual foundations of financial accounting; the relationship between financial accounting theories and accounting practices; Contemporary issues, including global harmonisation of international financial reporting standards, industry based various measurement issues, accounting for agriculture, mining, and the role of business ethics and corporate governance 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.Investigate 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.Articulate sound professional judgement on issues relevant to the recognition and reporting of information contained in financial statements, as prepared in accord with accounting standards; 6.Implement advanced level personal autonomy and accountability within collaborative decision making activities in

achieving ethical and socially responsible team outcomes; and 7.Appraise the impact of business ethics and corporate governance on the accounting profession.

Required Reading:Rankin, M., Ferlauto, K., McGowan, S. and Stanton, P. 2018. 2nd ed. Contemporary Issues in Accounting John Wiley & Sons Australia, Queensland.

Assessment:Case Study, Case study and presentation based on contemporary accounting reporting and disclosure (group), 20%. Project, Research project on a contemporary accounting issue (Group), 30%. Test, In-class test, 50%.

BA05543 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.Compose creative sustainable solutions to complex financial accounting problems through analytical, persuasive communication and interpersonal skills; and 4.Exhibit high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

Required Reading:Carlson et al (2019) 6th edn Financial Accounting: Reporting, Analysis and Decision making Wiley

Assessment:Assignment, Computer based assignment - Individual, 20%. Report, Group report and presentation, 30%. Examination, Final examination, 50%.

BA05572 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.

Required Reading: Readings are available on VU Collaborate

Assessment: Test, Test-short answer and practical questions, 10%. Test, Test-short answer and practical questions, 20%. Case Study, Group Assignment, 20%. Examination, Final examination, 50%.

BA05573 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.

Required Reading: Madura, Jeff (2017). 13th edition, International financial management, Cengage Learning.

Assessment: Test, Mid semester test, 20%. Assignment, Group Assignment including report and presentation, 20%. Examination, Final examination, 60%.

BA05734 Financial Analysis

Locations: VU Sydney, City Flinders, Victoria University Online.

Prerequisites: Nil.

Description: Financial acumen is an important skill for managers in the complex local and global business environment. The unit takes a multidiscipline approach to develop advanced analytical, planning and decision making skills. This unit proposes a theoretical framework for effective and efficient use of financial statement information for business analysis. It identifies and evaluates the key analytical framework components: financial statement, business strategy, accounting, financial, and prospective. 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.

80

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 key performance indicators (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.

Required Reading: Palepu, K.G., Healy, P.M., Wright, S., Bradbury, M., & Lee, P. (2015). (2nd Asia-Pacific ed.). Business analysis and valuation: Using financial statements - Text and cases South Melbourne, Victoria: Cengage Learning Australia.

Assessment: Test, Combination of practical and theoretical questions, 15%. Assignment, Practical exercises (Group), 35%. Report, Financial analysis project report (35%) and presentation (15%), 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 lending 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.

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.

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%.

BAO6000 Accounting and Financial Management

Locations: Victoria University Online.

Prerequisites: Nil.

Description: This unit focuses on the understanding and use of financial information and the composition and meaning of financial statements. It is designed from a user-perspective for those who use accounting information, rather than those whose task it is to prepare information. The unit covers accounting reports prepared for external users, as well as accounting reports used by managers to plan, control and make decisions. Students will demonstrate skills in accounting techniques used to gain intelligence to plan and control business operations and plan future business activity.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Assess information and business support systems to monitor issues, problems and opportunities affecting business; 2. Evaluate accounting information in the planning and control of business operations; 3. Analyse 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; and, 5. Articulate and devise problem-solving techniques for making informed management decisions and communicate the outcomes of the decision-making process to diverse stakeholders.

Required Reading: Selected readings from the VU Library will be made available via the unit VU Collaborate site. There is no prescribed text for this unit, as it emphasises experiential and student-centred learning.

Assessment: Assignment, Practical costing behaviour for decision making (500 words), 10%. Exercise, Evaluation of financial reports to support business intelligence and decision making (2000 words), 40%. Report, Analysing accounting information for managerial decision making (2500 words), 50%.

BAO6003 Global Credit Analysis and Lending Management

Locations: City Flinders.

Prerequisites: Nil.

Description: The unit aims to provide an analysis of the various lending activities of global financial institutions and the legal principles related to these activities. In a globalised world, the provision of credit links financial institutions, which necessitates an all-encompassing regulatory system. 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, corporate services and mortgage broking 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. Interrogate the impact of multiple variables upon a personal and corporate credit score; 2. Design and justify corporate lending proposals using various methods of credit risk analysis and management; 3. Predict loan pricing accurately in order to mitigate risk according to the dynamic global regulatory environment; 4. Critically review various lending facilities required by customers in a range of Australian and international financial institutions; and, 5. Formulate rigorous financial analysis to assess performance of large companies.

Required Reading: Sathye, M. M., & Bartle, J. (2017). (4th ed.) *Credit Analysis and Lending Management* Prahan, VIC : Mirabel Publishing

Assessment: Report, Debt reduction plan (group), 20%. Assignment, Lending proposal assignment (group), 40%. Test, In-class test (Short answer and/or case study questions), 40%.

BAO6504 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.

Required Reading: Birt, J., Chalmers, K., Maloney, S., Brooks, A., & Oliver, J. (2014). (6th Ed.). *Accounting: Business Reporting for Decision Making* Milton, Queensland: John Wiley and Sons Australia Ltd. The 6th Edition is not available in print. An electronic version of the required textbook is available through the publisher's website <http://www.wileydirect.com.au/>

Assessment: Test, In-class test (short answers and analytical questions), 20%. Report, Company financial analysis report and presentation (Group), 30%. Examination, Exam covering topics discussed during the term, 50%.

BAO6714 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.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.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 multinational 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.

Required Reading:Selected readings will be made available via the unit VU Collaborate site.

Assessment:Presentation, Class presentation on allocated theory topics (group), 30%. Test, Practical test on controlling and asset accounting, 40%. Project, Research project on benefits of S4 HANA and problems related to implementation, 30%.

BAO7000 Corporate Finance

Locations:Victoria University Online.

Prerequisites:Nil.

Description:This unit provides students with an understanding of how organisations make investment and financing decisions. Students will demonstrate how to apply various valuation methods and theories to real-world settings. Students will also learn to appreciate the limitations of tools in practical settings. Specific topics include capital budgeting, investment decision rules, discounted cash flow, real options valuation, cost of capital, capital structure, dividend policy and evaluation methods such as WACC and APV. Students will demonstrate the necessary skills for making value-changing financial decisions to maximise an organisation's value.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to:

- 1.Demonstrate, analyse and apply knowledge of finance theories, practices and markets when making decisions on how to efficiently raise, manage and invest capital;
- 2.Critically analyse and solve problems related to the decisions of the corporate manager;
- 3.Explicate the theories underlying the operation of financial markets and relevant asset pricing models for a provided strategic corporate transaction; and,
- 4.Apply critical thinking, problem solving and presentation skills to effectively analyse, present and explain financial data, information and ideas to diverse stakeholders.

Required Reading:Selected readings from the VU Library will be made available via the unit VU Collaborate site. There is no prescribed text for this unit, as it emphasises experiential and student-centred learning.

Assessment:Assignment, Investment and finance decisions (500 words), 10%.

Project, Investment decision making for managers - written report based on a case study (2000 words), 40%. Case Study, Problem solving and critique of Australian business scenarios based on a case study with financial datasets. (2500 words), 50%.

BAO7001 Advanced Finance

Locations:City Flinders, Victoria University Online.

Prerequisites:Nil.

Description:This unit explores advanced financial decisions of corporate managers. The unit expands on the traditional project evaluation criteria by introducing real options and valuation techniques in the presence of uncertainty. Students will demonstrate the correct use of debt and equity as financing instruments and how to assess leases and evaluate exposures to risk. The unit also provides examples of how to hedge a company's cash flow and balance sheet from both domestic and international exposures. Students are exposed to authentic case studies to demonstrate the application of advanced financial decision making to real-life examples using research methodologies and data sets in corporate finance research. Through case study research, students will propose how organisations can employ different risk management instruments to hedge against financial risks

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to:

- 1.Explicate research methodologies and data sets commonly utilised in research in corporate finance;
- 2.Critically evaluate issues that arise when raising debt finance and leasing arrangements;
- 3.Justify financial decision-making through demonstration of correct use of analytical tools and frameworks;
- 4.Critically review and evaluate the exposures to risk; and,
- 5.Propose how organisation can employ different risk management instruments to hedge against financial risks.

Required Reading:Richard A. Brealey, Stewart C. Myers, Franklin Allen, (2019), Principles of Corporate Finance, Mc Graw Hill.

Assessment:Assignment, A research assignment on financial data on raising capital, 30%. Case Study, Case Study on Strategic Financial management, 30%. Project, Develop a financial plan and perform risk assessment of a project, 40%.

BAO7002 Security Valuation and Portfolio Management

Locations:City Flinders.

Prerequisites:Nil.

Description:This unit develops knowledge in the field of Security Valuation and Portfolio Management both at individual and institutional levels. Students examine portfolio concepts as they relate to the construction of efficient portfolios of both risky and risk-free assets. Central to the unit is an understanding of the trade-off between risk and returns in the development of portfolios consisting both domestic and international financial assets. This unit will equip students to decide how much of an individual's or an institution's total wealth to hold in broad asset classes and to decide which securities within broad asset classes must be included in a portfolio.

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 valuation of securities and investment portfolios;
- 2.Justify 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. Exhibit high level personal autonomy and accountability within collaborative decision making activities in achieving ethical and socially responsible team outcomes.

Required Reading: Bodie, Z., Kane, A., and Marcus, A.J. (2019) 11th ed. Essentials of investments, McGraw Hill Education

Assessment: Assignment, Group assignment on portfolio risk management strategies, 30%. Project, Investment portfolio simulation project report, 40%. Case Study, Case Studies on bond portfolio management and equity valuation, 30%.

BA07003 Financial Modelling and Technologies

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit of study provides students with knowledge and capability in developing computer based financial models and understanding of emerging financial technologies (FinTech). The unit includes development and application of financial models in solving valuation problems, data sensitivity analysis, financial technologies (blockchain and artificial intelligence) and their impact on financial services industry. Students will be able to use financial models and theories in simulation and optimisation to generate information for financial decision making and effectively handle complexities arising from technological developments in financial services industry.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically reflect on their financial decision-making ability by employing simulation and optimisation techniques with the use of financial models; 2. Contextualise and concisely convey the impact of change on different aspects of the financial information using computer based financial applications; 3. Critically review the impact of contemporary and emerging technologies that are impacting the work flows and processes of financial institutions and corporate finance functions; and, 4. Exhibit communication and presentation skills using financial data.

Required Reading: Selected readings will be made available via the unit VU Collaborate site. Nicoletti, B (2017), The future of FinTech: integrating finance and technology in financial services, ebook Palgrave Macmillan. Rees, M. (2018), Principles of financial modelling: model design and best practices using Excel and VBA. ebook [s. l.]: Wiley

Assessment: Test, In class test (short answer theoretical and calculations question), 20%. Project, Group report on Spreadsheet Models and presentation, 40%. Case Study, Case studies applying financial modelling, 40%.

BA07004 Corporate Treasury Management

Locations: City Flinders.

Prerequisites: Nil.

Description: The unit of study aims to provide students with an understanding of corporate treasury management. This unit primarily focuses on the risk management of principles and techniques related to corporate entities. The unit covers measurement and management of market risk, liquidity risk, operational risk, interest rate risk and exchange rate risk. The unit aims to equip students to use derivatives and value-at-risk in managing the risks related to financial instruments.

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 treasury; 2. Evaluate the importance of liquidity and working capital management of a corporation; 3. Appraise the use of derivatives for hedging and speculating purposes; and 4. Implement risk management strategies across the firm.

Required Reading: Bragg, S.M. (2017), 1st Edn Treasury Management: The Practitioner's Guide, John Wiley & Sons Inc (US) (e-book)

Assessment: Assignment, Develop and apply strategies to manage treasury risk, 30%. Case Study, Apply and interpret risk management techniques to "real world" scenarios, 30%. Examination, Develop risk management policies of a treasury department (Group), 40%.

BBB3000 Cooperative Education

Locations: Online.

Prerequisites: 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 (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: Through their immersion in a challenging employment setting, students will build on their capacity for effective workplace participation within a five month full-time professional work experience. Students will focus upon their professional identity and how they participate in effective resolution of contemporary workplace-based roles and responsibilities. The dynamic of personal as well as professional dimensions will be appraised in specific contexts within their industry. Students will document 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 roles 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. Navigate their own professional role in a multi-disciplinary team/workplace exemplifying the values and ethics inherent in their professional identity; 2. Resolve professional and interprofessional challenges through negotiation and collaboration, ensuring acceptable solutions; 3. Evidence the maturation of personal and professional skills advocated for an ethical, contemporary professional in their chosen sector; 4. Network strategically selecting professional contacts within their organisation and industry sector; and 5. Integrate critical thinking, effective decision-making and professional judgement whilst reflecting on the role that culture, values and individual dispositions have in achieving the team's/workplace goals.

Required Reading: Quinn, R., Bright, D., Faerman, S., Thompson, M., & McGrath, M. (2015). 6th ed. Becoming a Master Manager: A Competing Values Approach Hoboken, NJ: Wiley. A compendium of readings available online via VU Collaborate.

Assessment: Report, Analysis of the Professional Landscape, 20%. Assignment, Reflective Skills Audit, 30%. Portfolio, Evidence-based Career Portfolio including Video resume, 40%. Report, Employer-based Assessment, 10%. 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, VU Business School, 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 interpersonal 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 interpersonal skills in relation to those required by the employer or profession that they aim to pursue; 2.Diagnose areas of interpersonal 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.

Required Reading:Selected readings will be made available via the unit VU Collaborate site.

Assessment:Report, Situational Analysis Report, 20%. Report, Critical Reflection, 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.

BBB7000 Internship

Locations:City Flinders.

Prerequisites:Must have successfully completed at least 4 units. Prior approval/authorisation for activities from the Manager, Work Integrated Learning must be received before students enrol in this unit.

Description:This unit provides students the opportunity to participate in an extended period of work-integrated learning through an industry project for, or a placement in, a professional organisation relevant to the student's field of study. These activities totalling at least one day per week during the Trimester or approximately 90 contact hours may be either short-term workplace assignments, projects, internships or

"practicums", part-time or casual employment or voluntary work. It is expected that students undertake tasks, under broad supervision, that reflect a range of work undertaken by employees with similar areas of expertise in that organisation or a single project requiring deep analysis investigation and reporting. Students have the benefit of developing their research and interpersonal skills and their application of key theoretical developments in the professional field of communication while learning in the workplace. All activities for this unit must be pre-approved and authorised by the respective Work Integrated Learning and Business School staff. 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 employability skills as required by their chosen profession or employer; 2.Advocate effective strategies to address 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.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.

Required Reading:Selected readings will be made available via the unit VU Collaborate site.

Assessment:Report, Situational Analysis Report, 30%. Performance, Workplace Performance Evaluation, 40%. Report, Career Plan and Self-Appraisal Report, 30%.

BBB7001 Study Tour

Locations:City Flinders.

Prerequisites:Must have successfully completed at least 4 units.

Description:This unit is designed for students undertaking an approved postgraduate study tour within the Victoria University Business School. Students participate in an organised short-term or long-term study tour that combines formal study with experiential learning in a particular culture and society. Students participate in a series of seminars hosted or organised by agencies, institutions or organisations approved by the School.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to: 1.Critically analyse cross-cultural business operations to review relevance to other contemporary business situations; 2.Critically evaluate relationships between the factors affecting micro and macro business environment; 3.Investigate business problems and identify associated business opportunities; and, 4.Formulate strategic recommendations that are appropriate for the relevant international context in both written and oral form.

Required Reading:Selected readings will be made available via the unit VU Collaborate site.

Assessment:Review, Reflection on cross-cultural business operations, 30%. Presentation, Challenges and opportunities for Australia, 20%. Report, Country report with lessons learned during the study tour, 50%.

BBC2005 Doing Business in China

Locations:City Flinders.

Prerequisites:Nil.

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 its implications for foreign firms and managers; 3. Synthesise multidisciplinary theories and models as they apply to modern Chinese business landscapes; 4. 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 5. Deliberate on cross-border international business management approaches and strategies in China.

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, Online Quiz, 15%. Project, Progressive Assessment-Stage 1: Project Plan, 20%. Project, Progressive Assessment-Stage 2: Market Analysis, 20%. Project, Progressive Assessment-Stage 3: Business Plan, 25%. Presentation, Progressive Assessment-Stage 4: Business Plan Pitch, 20%.

BBC3005 China in the World Economy

Locations: Footscray Park, City Flinders.

Prerequisites: Nil.

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 and Chinese enterprises abroad, 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.

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), 10%. Case Study, Individual case analysis and reflections with group presentation, 50%. Project, Group report and presentation, 40%.

BCO2000 Business Process Modelling

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BCO1102 - Information Systems for Business

Description: This unit examines the modelling 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 and present the models and clear, coherent documentation necessary to support a business process, to meet the business and cultural requirements of a specified organisation.

Required Reading: McKinney, E. H., & Kroenke, D. M. (2014). (2ed.) *Processes, Systems & Information Global Edition* VitalSource eText USA: Pearson Higher Ed.

Assessment: Presentation, Group Presentation - Business Processes Theory, 20%. Assignment, Business Process Modelling, 25%. Assignment, Business Process Application, 15%. Test, In-class Test, 40%.

BCO2041 Systems Analysis and Design

Locations: Footscray Park, VU Sydney.

Prerequisites: BCO2000 - 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.

Required Reading: Dennis A., Wixom B. H., & Roth R. M. (2015). (6th ed.).

Systems Analysis and Design Milton, QLD: Wiley.

Assessment: Test, Online Quiz, 20%. Case Study, Group Case Study part 1, 25%.

Case Study, Group Case Study part 2, 25%. Test, In-Class Test (Multiple Choice and Short Answer), 30%.

BC03447 Information Systems Project

Locations: Footscray Park, VU Sydney.

Prerequisites: NIT2113 - Cloud Application Development/NIT2171 - Introduction to ICT Management

Description: This unit aims to provide students with an advanced knowledge of 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. 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. 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, solution development, communication and report writing. Students engage with the content through a range of activities that are grounded in problem solution based learning which contextualise information system 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. Critically review and analyse key theoretical concepts for business information systems solutions; 3. Evaluate the knowledge and skills necessary to develop both conceptual (e.g. various project documentations) and practical (e.g. through demonstrations) support for a project outcome; and, 4. Advocate and justify recommendations to project stakeholders to address problems in an information systems business scenario that utilises effective communication tools.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Project, Project Proposal, 10%. Project, System Design Document, 25%. Test, Online Quiz, 25%. Presentation, Final Project Presentation and Project Report, 40%.

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 S/4 HANA 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. Recommend authentic decision-making by designing an effective organisational plan for a workflow and exhibit contemporary professional practice by implementing a workflow using SAP; 5. Debate the usefulness of automated workflows for monitoring and controlling business processes with reference to contemporary literature and professional practice; and 6. Negotiate processes in group activities and elucidate personal accountability and responsibilities for shared outcomes and collaboratively communicate complex concepts to specialist and non-specialist audiences.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, Progressive - 2 in class tests- based on an understanding of process modelling (BPMN-Business Process Model and Notation and SAP Business workplace), 30%. Report, Process innovation, 30%. Assignment, Design Process Models (Part A - 20%) and Workflow Implementation (Part B - 20%) - Group, 40%.

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 be used to illustrate best practice ERP enterprise integration. This unit overviews 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 Accelerated SAP (ASAP) Implementation Methodology, 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 stages of an SAP implementation in the development of enterprise wide systems; 2. Evaluate and assess the need for linking enterprise mission & goals with the implementation of ERP systems; 3. Design the SAP implementation process using SAP tools; and 4. Exhibit sufficient SAP ERP skills as that expected of an effective multi-disciplinary ERP team member.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Project, Accelerated SAP project plan (Group), 25%. Assignment, Data

cleansing & conversion (Group), 25%. Creative Works, Completion of SAP tool tutorials (Individual), 50%.

BCO6007 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 adaption 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.

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 Test, 25%. Laboratory Work, Practical Exercises, 35%. Assignment, Research Assignment, 40%.

BCO6008 Predictive Analytics

Locations:VU Sydney, City Flinders.

Prerequisites:BCO7000 - Business Analytics and Visualisation

Description: The unit is concentrated on big data oriented learning and practices. In order for organisations to gain a competitive advantage, industry practitioners are required to be able to predict anomalies, disorders or indicators from their business categorical and numerical data that could lead to capture appropriate insights for their effective decision making. Emerging technologies to various successful analytics systems implementation are continuously evolving to make effective predictions for quick decision support. This unit provides 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 knowledge on various applications of predictive analytics tools and techniques for enabling action-able decision solutions 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 in the 21st century.

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 and dynamic communities locally and globally;
2. Validate 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 and investigate the application of sources of information including social media data, unstructured text and/or big data sets to provide greater insight to business; and;
5. Interpret conclusions to inter-disciplinary audiences demonstrating a high level of personal autonomy and accountability in achieving group outcomes.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, In-class test - Problem solving and short answers, 25%. Assignment, Case studies and predictive modelling, 35%. Report, Research Report (Group), 40%.

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:

1. Identify 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. 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;
4. Assess the potential impacts of enterprise wide solutions and associated technologies.
5. Critique the future trends of enterprise wide technologies;
6. Work as a responsible, reflective practitioner with a high level of personal autonomy and accountability in achieving individual and group outcomes;
7. Deduce creative solutions to complex challenges faced by contemporary enterprises and argue their position persuasively to a variety of stakeholders.

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%.

BCO6185 Executive and Mobile Computing

Locations:VU Sydney, City Flinders.

Prerequisites:Nil.

Description: The digital transformation is changing society and is evident all around us. The growing digitization is setting new standards every day and bringing new challenges to economies, businesses and people. Mobile is now a commodity and

has disrupted millions of companies over past decade. People have become used to the speed and simplicity of consumer applications, and so business users expect the same simplicity from our business software. This unit investigates and analyses the impact and issues of adoption of mobile first strategy by organizations. It will focus on the underlying concepts and standards of mobile application development using design thinking principals. Students will critically review emerging issues related to mobile computing and mobile application development, and how agile approach can support current and future business operations. Students will investigate and examine mobile computing from four perspectives: mobile technology, application development, user experience, and implementation & 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 application development;
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 through design thinking;
4. Evaluate and integrate elements of design to provide contextually relevant rich interaction experiences;
5. Experiment on programming and prototyping applications for mobile devices;
6. Critically review knowledge current and future thinking on the integration of organisational and mobile applications;
7. 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
8. Persuasively advocate professional recommendations in both written and oral form to a variety of specialist and non-specialist audiences.

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, SAP Style Test, 15%. Report, Research Report, 25%. Case Study, Design Case Study, 20%. Project, Development Project, 40%.

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. Exhibit the ability to navigate and access information in an ERP system to assist decision making;
4. Evaluate the essential functionality of ERP systems within varied, specialised contexts and critically review the potential impacts of ERP implementations;
5. 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,
6. Concisely

88

advocate and justify professional judgements to a variety of audiences through diagnosis of complex problems, illustrating evidence-based decision making.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Exercise, Game simulation on Sales and Distribution, 30%. Case Study, Practical Case Studies, 35%. Presentation, Class presentation and report (group), 35%.

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.

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%.

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.

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.

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, 20%. Project, Project Plan Scenario (25%) and Presentation (5%), 30%. Report, Project Status Report Scenario, 15%. Examination, Final Examination, 35%.

BCO6672 The Information Systems Professional

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: Job market put high pressures on IS graduates: they are required not only have knowledge and expertise in IS, but also have a range of soft skills as well as position themselves for career development and promotion. Being agile to all new developments and technological advances in their area as well as having an entrepreneurial insights are must-haves to stay relevant in the profession and to flourish. The unit looks into development of skills and capacities of an information and communications technology (ICT) professional including career development, ethical behaviour, and communication and management skills within a variety of professional scenarios. The unit critically evaluates contemporary issues relevant to

an ICT professional such as data governance, communication of IS insights to wide variety of stakeholder, networking and professional membership. The unit also includes the role and importance of innovation and entrepreneurship in IS and prepares students for career development planning across a number of IS application areas.

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. Critically evaluate contemporary issues related to the use of information systems, data management and insights communication; 3. Devise and exemplify the career development strategies and networking actions as well as interrogate the professional activities aimed at creating and promoting professional visibility and credibility in the job market; 4. Argue the role played by IT professionals in influencing and achieving business goals with a view of innovation and entrepreneurship; and 5. Interrogate the organisational dynamics and role of an information professional within the business environment.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, Practical Exercises based on scenarios of ICT use for data management strategy, data presentation and communication with different stakeholders, 25%. Assignment, Written Report and Presentation based on the role of IT professionals in influencing and achieving business goals (group), 35%. Assignment, Research Report based on researching a contemporary business issues related to the use of IS, 40%.

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 multidimensional 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.

Required Reading: Palekar, A., Patel, B. and Shirakar, S., 2015, *SAP BW 7.4- Practical Guide*, SAP PRESS 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%.

BC07000 Business Analytics and Visualisation

Locations: VU Sydney, City Flinders, Victoria University Online.

Prerequisites: Nil.

Description: Business analytics and visualisation focuses on uncovering business insights hidden in massive datasets using statistical models and algorithms. Visualisation is the vital component of analysing data and communicating insights to stakeholders. The unit equips students with foundational knowledge in business analytics and visualisation to be able to analyse business data, convert insights into business decisions and communicate results to stakeholders. Using open source software (R and Python), students are exposed to a range of business analytics approaches and algorithms, including tidy data presentation, various data wrangling approaches, data storytelling and visualisation basics. Using project workflow and working with real world data, students learn how to work with different datatypes, build and evaluate models, develop data visualisation and communicate insights to stakeholders.

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 organisation, with a focus of working with different data formats and data wrangling techniques; 2. Investigate and assess different analytics solutions in open source environments to develop effective visualisations; 3. Evaluate analytics models to uncover hidden patterns in business data and understand relationships between variables; 4. Deconstruct and exemplify data communication strategies through reproducible reporting and collaborative practices with version control; and, 5. Exemplify creative and innovative problem-solving of complex professional challenges through the application data analytics in the business domain.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, Practical exercises, 25%. Assignment, Data Analytics Project: a Kaggle style data analysis and presentation (data wrangling) - Group, 35%. Report, Research report (Working with a real-world data to develop and evaluate a data model), 40%.

BC07001 Mobile Computing Application Programming

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: The digital transformation is changing society and is evident all around us. The growing digitisation is setting new standards every day and bringing new challenges to economies, businesses and people. Mobile is now a commodity and has disrupted millions of companies over past decade. People have become used to the speed and simplicity of consumer applications, and so business users expect the same simplicity from our business software. This unit investigates and analyses the impact and issues of adoption of mobile first strategy by organisations. It will focus on the underlying concepts and standards of mobile application development using design thinking principals. Students will critically review emerging issues related to mobile computing and mobile application development, and how agile approach can support current and future business operations. Students will investigate and examine mobile computing from four perspectives: mobile technology, application development, user experience, and implementation & governance.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:

1. Debate, analyse and assess business information requirements related to mobile application development using various information gathering techniques;
2. Judge methods and approaches to the design, development and implementation of mobile computing applications to support various business scenarios through design thinking;
3. Evaluate and integrate elements of design to provide contextually relevant rich interaction experiences;
4. Experiment on programming and prototyping applications for mobile devices;
5. Critically review and interpret the theoretical knowledge on 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.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, Theory knowledge test based on the lecture content, 20%. Report, Research report on issues relating to Mobile business solution implementation, 30%. Project, Development of mobile/ WEB application (Group), 50%.

BC07002 Experience Management

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: Experience Management (XM) 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 XM 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 XM 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 XM implementation or XM innovation in a work-related environment; 4. Negotiate with other students from different backgrounds and disciplines 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. Advocate persuasively their recommendations in both written and oral form to a variety of specialist and non-specialist audiences.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Case Study, Survey and report on CRM case study (Individual), 30%. Report, Case report on CRM using enterprise systems and presentation (Group), 30%. Test, CRM practical test, 40%.

BC07003 Analytics Project Management

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: Analytics application development have been an essential knowledge concentration of information systems (IS) higher education. Therefore project management skills for such IS development become a sought area of graduate

capability development. Analytics project management is indispensable for enhancing planning, scheduling, controlling, monitoring and delivering effective business-specific analytics applications leveraging business decision making in all areas of business operations. The unit enables skills and understanding for managing analytics projects, planning and scheduling resources and analysis and acting upon different tasks of an effective analytics systems and management. Reinforcing the importance of a thorough understanding of contemporary project management techniques and the alignments of technical and human factors, the unit equips with both the management of analytics projects and the use of computer software in the management of these and other IT projects.

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 analytics application development scenario integrating best practice project management techniques; 2. Evaluate critically client requirements in terms of decision support requirements and develop a professional standard project schedule using project management software that responds to client needs; 3. Investigate, analyse and synthesise complex project risks through detailed project analysis supported by the use of project management software; and, 4. Integrate various business analytics design principles and concepts of project management to address complex contemporary system design challenges in local, national and global settings.

Required Reading: Schwalbe, K., (2019). 9th edn Information Technology Project Management Cengage Learning

Assessment: Report, Project proposal and scheduling an analytics project management activity, 25%. Exercise, Lab exercises for Analytics projects leading to a full-placed project plan documentation (group), 35%. Project, Project scheduling and report (40%), and presentation (10%) (group), 40%.

BCO7004 Business Data Mining and Warehousing

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: Businesses generate huge amount of data that relates to different aspects of their operations, investing and financing decisions. Business entities live in the environment where further information comes from multiple sources. Understanding ways to accumulate such data, manage it strategically and use it to develop business insights is critically important. This unit provides students with understanding of various data mining tools, techniques and frameworks for analysing and interpreting business data. The focus of this unit is on business needs and applications of data mining tools, including applications of data mining in the cloud. In particular, the unit reviews data pre-processing methods of dealing with noisy data and evaluation and analysis of data mining models in the context of big data. The unit covers such important aspects of data warehousing, as architecture, design, implementation, and optimisation, including working with cloud technologies and big data. Students are provided with hands-on experience in data warehousing using relational and non-relational management systems, and multi-dimensional modelling for structuring business intelligence data.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Deconstruct complex business problems into data mining and warehousing solutions, data requirements and data models using relational databases; 2. Design and critically reflect upon data warehousing architecture and multidimensional data models using internal and external business data; 3. Implement online analytical processing (OLAP) in SQL and devise business intelligence reports using data warehouses and OLAP; and, 4. Critically evaluate big data processing frameworks and technologies, contextualise the use of NoSQL technologies, implement and critically

evaluate streaming methods in big data processing.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Exercise, Collaborative learning Exercises - Group, 25%. Project, Written project on data warehousing, 40%. Exercise, Developing and evaluating a reporting solution - Group, 35%.

BCO7005 Data Security and Governance

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: In the era of big data, security and governance become the priority for businesses. Businesses have an ethical and legal obligations to protect their customer data as well as managing their own data. This puts understanding and development of appropriate data security and data governance policies and procedures as top priority. The unit exposes students to the current practices and government regulations in data security, data governance frameworks and ethical issues relating to data creation, management and distribution. Students learn how to evaluate data security trade-offs, use relevant frameworks and latest research to develop data management plans and examine and provide recommendations for data security and data governance issues.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Devise and justify data security strategies using data management framework taking into consideration any ethical implications; 2. Critically evaluate and deconstruct existing data security and data governance approaches by examining data architectures and processes; 3. Evaluate different approaches of delivering data services based on understanding of the recent industry developments, organisation needs and ethical implications; and 4. Investigate and evaluate data governance requirements to manage and mitigate risk.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, Test based on application of theory and practice, 25%. Project, Develop a data management road-map emphasising data governance and security - (Group), 35%. Report, Research Report, 40%.

BCO7006 Coding for Business Analytics

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: The unit is an introduction to programming with applications to business domain. The focus of the unit is to developing basic application oriented knowledge and skills in using analytical tools (such as R/Python). The unit covers fundamental concepts, including data structures, parameterisation, basic programming workflow and builds practical skills to deal with business problems. There are no requirements of prior programming or coding knowledge or experience to undertake this unit. Therefore, this unit can be taken by students with business or non-business backgrounds. The unit uses open-source technology and tools to equip students with solid foundations in extracting information from a complex business data sets.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Contextualise business issues into problem description and program design using analytics programming; 2. Deconstruct complex business problems to develop and implement modular software solutions; 3. Justify the design, develop and evaluate software solutions using analytics programming; 4. Critically review data structures and data types as well as functions and procedures to address business problems; 5. Investigate different strategies for program design and development as well

evaluate them for appropriate business use; and, 6. Appraise and communicate appropriate goals for programming code and its implementation in the business context.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, Practical exercises (a combination of application of foundational knowledge and practical skills), 25%. Assignment, Analytics method: real-world scenario to solve using coding knowledge and skills and presentation (Group), 35%. Report, Analytics solution modelling: real-world data to develop and evaluate a coding solution, 40%.

BCO7007 Artificial Intelligence and Machine Learning for Business

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: Artificial Intelligence (AI) and Machine learning (ML) have become widely used and sought after in data rich business environment. They are indispensable for making business decisions with leveraging big data across all areas of business operations. The unit introduces students to foundations of ML and AI by building solid understanding of underlying concepts, algorithms and techniques. This is supported by hands on experience with current platforms and tools such as TensorFlow and Keras. The students are exposed to real life scenarios of ML and AI applications to implement analytical solutions to generate meaningful business insights. This unit covers supervised and unsupervised ML as well as introduces students to deep learning, and applications in natural language and image processing. Upon completion of the unit, the graduates are able to develop and evaluate business solutions to optimise business operations and offer benefits and cost savings to businesses in achieving competitive advantage.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Contextualise issues of business data to develop ML and AI solutions for improving business decisions in contemporary organisations; 2. Justify the selection, assessment, design, integration, and formation of data models effective to ensure appropriate visualisation and prediction that contribute to meet business needs; 3. Critically review the selection and application of industry focused data processing approaches and solutions; and, 4. Appraise and communicate appropriate AI and ML solutions based analytics implementation in organisations and authenticate recommendations with reference.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, A range of machine learning exercises based on solving business problems in the software environment, 25%. Assignment, Dataphone: a Kaggle style data competition to build and evaluate a ML solution and presentation - Group, 35%. Report, Based on a real-world scenario develop and apply major models and algorithms for machine learning, 40%.

BEO2000 Financial Institutions and Monetary Theory

Locations: City Flinders.

Prerequisites: BEO1105 - Economic Principles BEO1103 - Microeconomic Principles or BEO1104 - Macroeconomic Principles

Description: The unit of study focuses on the operations 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 and 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. Analyse the operations 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. Analyse the principles of monetary theory to explain the management of money in a real economy; 4. Analyse knowledge of commercial bank functions in order to understand their impact on the flow of funds; and 5. Work collaboratively in teams while exhibiting individual responsibility and accountability.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, In-class Test, 20%. Test, In-class Test, 25%. Presentation, Case Study Group Presentation, 15%. Other, Final Assessment - Journal & Test, 40%.

BEO2001 Commercial Banking and Finance

Locations: City Flinders.

Prerequisites: BEO2000 - 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 BEO2000 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 and will critique and apply in critical reports, individual and group-based workshop activities and tests.

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 well-written analysis 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.

Required Reading: Lange, H, Saunders, A and Cornett, MM 2015 4th Edition Financial Institutions Management: A Risk Management Approach McGraw Hill, Australia

Assessment: Test, Online Quiz, 15%. Test, In-class Test 1, 20%. Assignment, Group Assignment: Part A and Part B, 30%. Test, In-class Test 2, 35%.

BEO2002 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 collaboratively 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.

Required Reading: Wild, J.J., & Wild, K.L. (2016). (8th ed). International Business: The Challenges of Globalisation Essex, UK: Pearson Education Limited.

Assessment: Test, Online Quiz, 20%. Report, Research- Written Report, 30%. Test, In-class Test, 50%.

BEO2003 International Economics and Finance

Locations: City Flinders.

Prerequisites: BEO1105 - Economic Principles Does not apply to students completing: BBCC Bachelor of Commerce (Applied Finance), BBCCA 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, and exchange rate determination. These analytical tools are applied to analysing international financial crises.

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. Analyse various exchange rate policies in practice; and 5. Appraise the economic rationale for international financial regulation.

Required Reading: Gerber, J. (2017). (Global ed.). International Economics Harlow, United Kingdom: Pearson.

Assessment: Report, Research Plan Proposal, 10%. Presentation, Group Research Presentation, 30%. Test, Online Test (60mins), 20%. Test, Final In-class Test (120mins), 40%.

BEO2004 International Trade Practices

Locations: 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. Apply explicit knowledge of international terms in the process of negotiating terms of delivery and payment; 2. Determine and generate the documents necessary to process a specific export/import transaction; 3. Evaluate risks in foreign exchange, international payments and trade settlements; and formulate risk mitigation strategies; and 4. Adapt the working knowledge to the digitalisation of trade transactions through group collaborations and in inter-cultural settings.

Required Reading: Bergami, R 2013, 4th edn, International Trade: A Practical Introduction Melbourne, Australia: Eruditions Publishing

Assessment: Test, Online Test 1, 20%. Assignment, Practical Assessments, 20%. Test, Online Test 2, 30%. Test, In-Class Final Assessment, 30%.

BEO2006 Corporate Regulation

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit will provide students with an introduction to key elements of effective corporate governance and will familiarise them with the concept of corporate regulation. Important areas of corporations law will be examined, with particular emphasis on the duties of directors and managers. Aspects such as incorporation, share capital and membership, company constitutions, agency and contracting, dividends, fundraising through share issues and by debt, shareholder rights and the insolvency and winding-up of companies will be addressed. Stock exchange regulation and corporate social responsibility will also be explored. Students will consider the types of rules and behaviours that constitute good corporate governance, equipping them to become effective business managers and 21st Century citizens.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:

1. Interpret duties owed by Directors, managers and employees, as corporate agents, to their organisations, shareholders and broader society, taking into account the body of corporations law; 2. Assess alternative approaches to corporate regulation; 3. Interpret and construe applicable laws and regulations that impact upon the roles of managers; 4. Analyse legal problems and synthesise legal rules and principles with fact situations, applying methods of reasoning, to recommend courses of action; and, 5. Persuasively advocate, in academic writing, suggested solutions to problems that can arise in contemporary business practice.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Assignment, Problem based assessment (Group), 20%. Case Study, Applying company rules to a business scenario case study (Group), 30%. Test, Open book class tests - 2 Progressive Assessments (25% each), 50%.

BEO2255 Applied Statistics for Business

Locations: Footscray Park, City Flinders.

Prerequisites: BEO1106 - 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 Excel and the interpretation and use of 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. Adopt appropriate statistical estimation methods and tests in analysing business problems; 3. Analyse business related data using appropriate Excel functionalities to provide specific recommendations to real-world business problems; 4. 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 5. 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.

Required Reading: Berenson, M.L., Levine, D.M., Szabat, K. A., Watson, J., Jayne, N., & O'Brien, M. (2019). (5th ed). Business Statistics: Concepts and Applications Melbourne: Pearson Australia.

Assessment: Test, Online test, 15%. Report, Group report, 35%. Test, In class test, 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. Research collaboratively and communicate economic knowledge in a clear and coherent manner in the form of a professional market/industry report.

Required Reading: Pindyck, RS & Rubinfeld, DL (2017). (9th ed.). Microeconomics Boston, USA: Pearson.

Assessment: Test, Online quiz, 20%. Report, Group report, 30%. Test, In-class Test, 50%.

BE02401 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 collaboratively 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.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Test, Online MC Quiz, 15%. Presentation, Group Presentation, 15%. Case Study, Group Case Study, 30%. Test, In-class Test, 40%.

BE03000 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, measure risk, measure the components of total risk, measure the risk in portfolio construction and management, the efficient market concept, option pricing models and forecast volatility.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:

1. Exhibit an understanding of different types of risks faced by corporate entities; 2. Appraise different theories regarding the operation of financial markets and their impact on predictions of returns and volatilities of different financial assets; 3. Critically review a range of models to quantify risk and apply them to local and global contexts; 4. 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 5. Elucidate independent expositions of knowledge and ideas to clearly, coherently and succinctly address complex and unpredictable problems.

Required Reading: Miller, M. B. (2019). Quantitative financial risk management. Hoboken, New Jersey: John Wiley & Sons, Inc. (Wiley finance series).

Assessment: Test, Multiple Choice (Theoretical and/or Practical), 10%. Assignment, Group Assignment in risk modelling, 30%. Case Study, Case studies in risk attribution and derivative applications, 20%. Test, Short Answer Questions (Practical), 40%.

BE03430 International Economic Analysis

Locations: Footscray Park, City Flinders.

Prerequisites: BE01105 - 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; international movement of labour and capital; multinational corporations and FDI; 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.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Critically review a broad range of theories and models concerning international trade;
2. Critically assess the regulation of trade in local and global markets in identifying and solving International trade problems;
3. Critically examine various markets of labour migration, environmental protection and foreign investment; and
4. Communicate international trade knowledge and ideas associated with topics in the form of a market/industry report and group presentations.

Required Reading: Pugel, T. A. (2020). (17th ed.). International Economics New York: McGraw-Hill, Irwin.

Assessment: Test, Online Test x2 (20% 30%), 50%. Project, Individual Country or Industry Project, 25%. Presentation, Group Presentation and Poster, 25%.

BE03432 Strategic International Trade Operations

Locations: City Flinders.

Prerequisites: BE01106 - 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. Analyse the concepts relating to a portfolio of trade operational tools and trade promotion;
2. Demonstrate a professional approach to international trade through the proposition of appropriate resolutions to specific trade expansion problems and issues;
3. Demonstrate competence in obtaining relevant results (through appropriate use of models, quantitative techniques, Excel, and the use of government trade organisations that provide data and assistance on trade) for analysis and decision making; and
4. Justify, generate and present professional technical reports that enhance effective decision-making in trade operations.

Required Reading: Stevenson, W. (2018). (13th ed.). Operation Management New York: McGraw Hill.

Assessment: Case Study, Group Case Plan, 10%. Exercise, In-class Exercise(s), 20%. Report, Group Case Study Report, 30%. Test, Final Assessment (Individual, in-class), 40%.

BE03433 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.

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%.

BE05305 International Supply Chain Structure

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit explores the problems, concepts and practices of global logistics in international trading ecosystems, including its role in achieving a competitive edge for firms in international business and an understanding of logistics perspectives in different countries and industries. It will encompass topics such as supply chain strategy; the impact of trade pacts in defining global logistics; customer services; global logistics and physical distribution; role of third party logistics in international business; international distribution practices across companies; logistics performance index (LPI) measures; 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 environment.

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.

Required Reading: Mangan, J. and Lalwani, C., 2016 3rd ed Global Logistics and Supply Chain Management, eBook Wiley

Assessment: Test, In-class test, 15%. Project, Major group project (35%) and presentation (15%), 50%. Examination, Final examination, 35%.

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 and their importance in the supply chain;
2. Investigate contemporary supply chain issues and provide recommendations;
3. Critically reflect on experiences gained during an industry site visit and contextualise those experiences with theory; and
4. Articulate a range of supply chain solutions by working collaboratively within the group.

Required Reading: Monczka, RM, Handfield, RB, Giunipero, L, Patterson, JL. 2020. 7th Ed., Purchasing and Supply Chain Management. Cengage Learning

Assessment: Literature Review, Individual Report, 20%. Case Study, Industry Based

Group Case Study - Report (35%), Presentation (15%), 50%. Test, In Class Test, 30%.

BEO5539 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.

Required Reading:Black, K., Asafu-Adjaye, J., Buike, P., Khan, N., King, G., Perera, N., Papdimos, A., Sherwood, C., Wasimi, S., & Verma, R. (2016). (4th ed.). Australian Business Statistics Milton, Qld: John Wiley and Sons Australia, Ltd.

Assessment:Test, In-Class Test, 20%. Report, Comparison techniques and statistical modelling for analysing and predicting relationships (Group), 30%. Examination, Final Examination, 50%.

BEO6000 Data Analysis for Business

Locations:City Flinders.

Prerequisites:Nil.

Description:As the business environment becomes increasingly data-driven, competency in data analysis and an informed understanding of the business implication of big data becomes a critical skill for managers, corporate consultants and professionals for solving complex problems, strategic decision making and achieving major goals. This unit aims to equip you with the knowledge and skill in collecting and transforming data into meaningful information for harnessing potential insights. You will learn the techniques and principles in data visualization for clear communication of information and reporting, data collection that foster research data integrity, and data processing and analysis that offer insightful and actionable findings. In addition, you will learn to discern data analysis techniques and select the most appropriate technique for your data analysis and for making informed decisions.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to: 1.Demonstrate a critical and integrated knowledge of the applicability and limitations between major quantitative and qualitative methods in data collection, and between primary and secondary data; 2.Design data collection process that assures research data integrity and relevant information to support evidence-based decision making and recommendation for solving given business problems; 3.Demonstrate an advanced capability in visualising, synthesising and transforming data to critically harness insightful information that benefits the formulation of business strategy; 4.Critically appraise and critique alternative data analysis techniques to identify methods appropriate for the purpose and condition of an analysis; and, 5.Demonstrate a critical understanding on how data analysis may offer insightful information to aid business decision making and problem solving through the use of

quantitative techniques and visualisation tools.

Required Reading:Selected readings will be made available via the unit VU Collaborate site.

Assessment:Assignment, Individual Assignment - Data Analysis Assignment, 20%. Report, Group Assignment - Business research project report, 30%. 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.

Required Reading:Lecture notes, tutorials and additional materials will be provided by or referred to by lecturer and be supported by the VU e-learning system. Gans, J., King, S., Stonecash, R., Byford, M., Libich, J., & Mankiw, N. G. (2018). (7th ed.). Principles of economics: Asia-Pacific edition South Melbourne: Cengage Learning Australia.

Assessment:Report, Assignment Report, 30%. Test, Mid Trimester Test, 20%. Examination, Final Examination, 50%.

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.

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, Prepare 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 Methods BGP7711 - 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; and 5. Present research findings to academic and/or industry and community audiences.

Required Reading: Academic journal articles relevant to the research investigation.

Assessment: Presentation, Present preliminary findings to academics at the College Research Seminar Series, 20%. Thesis, Completion of the research thesis (12,000-15,000 words), 80%. 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, Victoria University Online.

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 theory and practice; 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.

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%.

BHO2000 Event Operations

Locations: Footscray Park.

Prerequisites: AC11007 - Creativity and Innovation or AC11009 - Arts Industries: the Inside Story

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 a test.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Examine potential markets, operations and management techniques, facilities and resources used for hosting special events; 2. Appraise and reflect on the importance of sponsorship, complex issues and problems that can be associated with sponsorship for events and the management of sponsorship before, during and after an event; 3. Work collaboratively in a team to prepare a plan for an event, including budgeting and operational aspects for the event recognising the different needs and priorities of stakeholders; 4. Prepare integrated marketing communication for an event with reference to the target markets and in the context of a broad and coherent body of knowledge related to special event management and operations; 5. Explain legal obligations and collaboratively present and justify a risk management plan for an event using appropriate communication tools; 6. Develop team-based solutions and approaches that recognise the role of culture, values and dispositions in achieving effective collaboration.

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, 20%. Assignment, Group Event plan (two parts), 40%. Test, In-class test, 20%. Presentation, Group presentation of Event plan, 20%.

BHO2005 Hotel and Resort Operations 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 international hotels, contemporary accommodations and/or integrated resorts. Students will develop capabilities to facilitate effective operations management, by engaging in a range of practical problem solving sessions involving teamwork, case study analysis, online learning activities, peer discussion and review and self-reflection. Students' capacity to manage operations in a capable and adaptable manner will be assessed through a combination of assessment.

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 accommodation operations; 2. Understand the accommodation sector in global economic and competitive environment and engage with operational responses and limitations; 3. Explain the experience economy and its significance to successful accommodation operations; 4. Identify current social trends, their impacts on the accommodations industry and engage with responses of industry trends; and 5. Evaluate industry responses to global challenges and the potential for innovation within the accommodation industry.

Required Reading: Students will be provided with an up-to-date reading list via the VU Collaborate system.

Assessment: Test, Multiple Choice Test, 15%. Presentation, Group Concept Pitch, 15%. Assignment, Group Concept Report, 35%. Essay, Case Study Analysis, 35%.

BHO2006 Introduction to Tourism Hospitality and Events

Locations: Footscray Park.

Prerequisites: Nil.

Description: The aim of this unit is to introduce the study of tourism, hospitality and events combining a theoretical approach to the concepts involved with a practical orientation to specific issues and their inter-relationships. It covers a systems perspective on the essential elements of tourism, hospitality and events management, including the social and environmental consequences of tourism, events, transport, accommodation, food and beverages and special interest tourism.

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, hospitality and events;
2. Analyse the structure of the tourism, hospitality and event industries, as well as interpret components of the tourism system using an analytical framework;
3. 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;
4. Recommend solutions to problems and challenges in events and hospitality industry settings where culture and community values impact on the provision of an effective contemporary industry;
5. Evaluate collaboratively the needs of the modern consumer and the importance of experience; and,
6. Locate and interpret statistical data relating to specified tourism and events activities.

Required Reading: Cooper, C. (2016). (2nd ed.). Essentials of Tourism United Kingdom: Pearson.

Assessment: Test, Online Quiz, 15%. Report, Written Report (Individual), 20%. Report, Group Simulation Report, 35%. Test, In-class Test, 30%.

BHO2193 Tourism Product Design and Delivery

Locations: Footscray Park.

Prerequisites: BHO2006 - Introduction to Tourism Hospitality and Events

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. Demonstrate a clear understanding of the complexities of the tourism product and the management and of the management and marketing challenges that arise;
2. Comprehend the critical link between tangible tourism products and the service element that facilitates the tourist interface;
3. Recognise the merits of collaborative action through a process of identifying the 'key players' in the production and distribution of tourism products, and the formal/informal relationships that exist between;
4. Elaborate on the complex nature of demand for tourism products/services and how this shapes the tourism offering, both now and in the future; and
5. Display sensitivity to the responsibilities vested in the use of society and culture as a product component.

Required Reading: Frost, W. (2004). Travel and Tour Management Melbourne, Australia: Pearson

Assessment: Test, Online Multiple Choice Quiz, 15%. Report, Reflective Journals, 30%. Project, Group Product/Marketing Strategy, 20%. Test, In-Class Test, 35%.

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. Formulate and present knowledge and ideas through presentations and reports working effectively in teams.

Required Reading: Trott, P. (2017). (6th Ed.). *Innovation Management and New Product Development* New Jersey: Prentice Hall/Pearson. (ISBN- 978 -1 -292 – 13342 -3)

Assessment: Test, Online Test (Individual), 15%. Report, Strategy report (team work), 30%. Presentation, Group presentation, 15%. Test, In-class Test, 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. Identify marketing communication theories and strategies; 2. Review and discuss the role of advertising agencies and other marketing communications organisations; 3. Construct marketing communication objectives, creative and media strategies and determine the marketing communications tools to fulfil these objectives; 4. Investigate social, legal and ethical issues related to advertising, promotion and marketing communications from a multicultural and international perspective; and 5. Collaboratively design and present an integrated marketing communications plan and strategy based on contemporary market research data for the target audience.

Required Reading: Chitty, W., Luck, E., Barker, N., Sassenberg, A., Shimp, T. & Andrews, J. (2018). (5th Asia-Pacific Ed.). *Integrated Marketing Communications* South Melbourne: Cengage Learning.

Assessment: Test, Online Test, 20%. Test, In-class Test, 30%. Report, Group IMC Plan Report, 35%. Presentation, Group Marketing Pitch, 15%.

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. Conceptualise research to assist management in decision making; 2. Evaluate and justify the most appropriate research technique for a given research project; 3. Develop and/or evaluate an appropriate data collection form/s; 4. Analyse and interpret data; and 5. Present research findings.

Required Reading: Zikmund, W., D'Alessandro, S., & Winzar, H. (2017). (4th ed., Asia Pacific ed.). *Marketing Research* South Melbourne: Cengage Learning Australia.

Assessment: Test, Online Multiple Choice Quiz, 10%. Assignment, Design Online Questionnaire, 25%. Test, In-class Test, 40%. Presentation, Research Findings Presentation, 25%.

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.

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, hospitality, 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.

Required Reading: Moscardo, G., Lamberton, G., Wells, G et al. 2013, *Sustainability in Australian business: principles and practice* Wiley-Blackwell, Milton, QLD

Assessment: Test, Online Quizzes, 20%. Assignment, Written Group Assignment, 30%. Creative Works, Image Slideshow, 10%. Test, In-Class Test, 40%.

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 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.

Required Reading: Berridge, G. (2007). (E-book). Event design and experience Oxford: Taylor & Francis. Richards, G., Marques, L, Mein, K. (2014). Event design: Social perspectives and practices. Oxford: Taylor & Francis.

Assessment: Assignment, Event Report, 15%. Report, Individual Event Report including Reflection, 35%. Report, Group Event Proposal, 30%. Presentation, Group Presentation, 20%.

BH02434 Consumer Behaviour

Locations: Footscray Park, VU Sydney.

Prerequisites: BH01171 - 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.

Required Reading: Hoyer W., Machnis D., Pieters R., Chan E. & Northey G. (2018). (1st ed.). Consumer behaviour Asia Pacific Edition: Cengage Publications Ltd. ISBN: 978-0170362016 Essential articles for reading for this unit are available on VU Collaborate or through the library.

Assessment: Test, Online Multiple Choice Quiz, 15%. Test, In Class Test, 15%. Report, Group Report and Video, 30%. Test, In Class Test - Short Answer, 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 a critical factor 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 and present 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.

Required Reading: Bodea, T. and Ferguson, M. 2014, Segmentation, Revenue Management, and Pricing Analytics. New York, Routledge Recommended Readings: Phillips, RL. 2005, Pricing and revenue optimization Stanford University Press, Stanford. Tranter, KA Stuart-Hill, T & Parker, J 2014 An introduction to revenue management for the hospitality industry : principles and practices for the real world/ Pearson, Essex. Talluri, KT & Van Ryzin, G 2004 The theory and practice of revenue management, Kluwer Academic, Boston, Mass.

Assessment: Test, Online Multiple Choice & Short Answer Quiz, 10%. Case Study, Simulation Case Study (Individual), 30%. Report, Research Report, 30%. Presentation, Group Presentation: Instructor assessment (20%), Peer Evaluation (10%), 30%.

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. Present 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. Collaboratively, predict the key factors involved when marketing products and services in a global market.

Required Reading: Keegan W. J. & Green M. C. (2017). (9th ed.). Global Marketing - Global Edition New Jersey, USA: Prentice Hall International.

Assessment: Test, In-class MC/TF Test, 20%. Presentation, Group Presentation, 20%. Report, Group Report, 30%. Test, Short Answer Response, 30%.

BHO3406 Live Performance Management

Locations: Footscray Park.

Prerequisites: BHO2006 - Introduction to Tourism Hospitality and Events
The prerequisite does not apply to BBUS-BSPMUS Music Industry and BBNS-BMAMUS Music Industry students.

Description: This unit introduces students to the organisational and management responsibilities of developing and presenting a 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 live performance events;
2. Conceptualise and plan a live performance event by justifying key decision-making with reference to analysis and evaluation of relevant principles and theories;
3. Collaborate on the delivery of a live performance event by identifying, securing and negotiating with various stakeholders;
4. Analyse and risk manage operational issues likely to influence the success of a live performance event; and
5. Critically evaluate a live performance event using industry and analytical methods to draw conclusions and/or recommendations.

Required Reading: A selection of readings and resources will be available on VU Collaborate site.

Assessment: Assignment, Part 1: Event Concept Presentation, 20%. Assignment, Part 2: Developed Event Plan (1500 words or equivalent), 20%. Practicum, Event implementation, 30%. Report, Event Report (2500 words or equivalent), 30%.

BHO3421 Business Events

Locations: Footscray Park.

Prerequisites: BHO2006 - Introduction to Tourism Hospitality and 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.

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%.

BHO3435 Marketing Planning and Strategy

Locations: Footscray Park, VU Sydney.

Prerequisites: BHO1171 - Introduction to Marketing BHO2434 - Consumer Behaviour BHO2265 - 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. Demonstrate an understanding of the evolution of marketing strategic thought;
2. Compare, contrast and critically evaluate marketing managerial and strategic approaches to strategy formulation;
3. Demonstrate an understanding of alternative theoretical frameworks;
4. Analyse trends and identify growth opportunities in marketing; and
5. Formulate and recommend appropriate marketing strategies for creating competitive advantage.

Required Reading: West, D., Ford, J., Ibrahim, E. (2015) 3rd ed Strategic Marketing: Creating Competitive Advantage Oxford University Press

Assessment: Test, Multiple Choice Test, 20%. Case Study, In-class, open book case study scenario based, 30%. Report, Marketing plan report (Group), 35%.

Presentation, Marketing plan presentation (Group), 15%.

BHO3439 Marketing Services and Experiences

Locations: Footscray Park, VU Sydney.

Prerequisites: BHO1171 - Introduction to Marketing

Description: In this unit we examine 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. 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. Articulate the participants' role as co-creators of experiences, satisfaction and recovery using various communication skills; and

Required Reading:Lovelock, C.H., Patterson, P.G. & Wirtz, J. (2015). (6th ed.). Service marketing: An Asia-Pacific and Australian perspective Frenchs Forest: Pearson Australia.

Assessment:Test, Online Test, 20%. Presentation, Pecha Kucha style presentation, 20%. Report, Service experience diary report, 30%. Test, Test, 30%.

BH03499 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.

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%.

BH03507 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

102

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.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;

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%.

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.Analyse 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.Critically review and justify different creative and media execution; and 5.Evaluate a company's marketing and promotional programme.

Required Reading:Winchester, M., Ling, P., Stocchi, L., Lwin, M., Shin, W. and Kang, H. (2019) Integrated Marketing Communication: A Balanced Approach. Oxford University Press: Docklands.

Assessment:Presentation, Group Presentation and theory-led discussion, 20%. Assignment, Research assignment on marketing communications, 40%. Report, Promotions Plan, 40%.

BH05504 Brand and Product Management

Locations:VU Sydney, City Flinders.

Prerequisites:Nil.

Description:The unit of study is aimed at introducing graduate students to aspects related to the branding of products and services in the marketplace. It will provide students with the knowledge and skills necessary in developing and administering policies and strategies for both the company's existing and new products with a competitive edge. The unit examines brands and their growing importance, consumers and brands, and what marketing executives need to do to manage brands strategically. More specifically, the unit incorporates key issues such as: measuring, managing and maintaining brand equity, brand positioning, strategic brand management, the role of marketing communications in creating a brand, co-branding, strategic alliances, managing brands over time, global brand management, services branding, and branding in the digital era.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to: 1.Critically reflect upon the elements of managing a product and brand; 2.Critique

the different measures of brand equity; 3. Evaluate 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 critically review differing brand and product portfolio management strategies.

Required Reading: Kevin Lane Keller and Vanitha Swaminathan (2020) 6th ed Strategic Brand Management: Building, Measuring, and Managing Brand Equity Pearson, Harlow.

Assessment: Presentation, Presentation on Brand Development Strategy (Group), 20%. Essay, Research essay on branding, 40%. Report, Brand analysis report, 40%.

BH05525 Marketing Strategy

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: This unit provides students with a systematic approach to evaluate and apply advanced marketing frameworks, concepts and methods to make strategic marketing decisions that sustain a broader corporate strategy. The unit is presented in a critical manner, ensuring students contextualise theoretical propositions, and the use of evidence-based corroboration which allow the student to use empirical knowledge to develop the most appropriate strategies in practice. The focus will be to develop and design marketing strategy within the scope of a company's overall objectives.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critique the formal planning procedures to assist organisations in developing better marketing strategies; 2. Critically evaluate strategic management philosophies including the assumptions behind segmentation, targeting and positioning; 3. 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.

Required Reading: Hooley, G. B., Piercy, N., Nicoulaud, B., & Rudd, J. (2017). (6th Ed.) Marketing Strategy and Competitive Positioning Essex, UK: Pearson. Hooley, G., Nicoulaud, B., Rudd, J. and Lee, N. (2020) 7th ed Marketing Strategy and Competitive Positioning Pearson: Harlow.

Assessment: Presentation, Presentation and discussion, 25%. Case Study, Case Study on marketing strategy (Group), 35%. Report, Strategy Plan, 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. Critically reflect upon theoretical approaches and practice-based innovations in the field of consumer behaviour; 2. Appraise cognitive and affective models within cultural and social settings; 3. Critique traditional views of consumer behaviour and reflect on alternative viewpoints of the application of behavioural models including double jeopardy, duplication of purchase law and Dirichlet theory; and 4. Evaluate the strategic and tactical implications associated with consumer behaviour theories.

Required Reading: Solomon, M.R., Russell-Bennett, R. and Preville, J. (2019) 4th ed Consumer Behaviour: Buying, Having, Being. Pearson Australia: Melbourne.

Assessment: Presentation, Group presentation and discussion, 30%. Case Study, Case study on Contemporary issues, 40%. Report, Reflection on Consumer Behaviour, 30%.

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 including the use of social media to transform traditional marketing and business models.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Assess existing marketing models and their relevance to digital media marketing; 2. Evaluate elements of the digital environment that impact on an organisation's ethical and socially responsible marketing strategy; 3. Analyse business cases and develop innovative digital solutions to fulfil identifiable needs, justifying and interpreting theoretical propositions in evidence-based decision-making; 4. Evaluate insights and formulate strategic recommendations on new and emerging e-business and e-commerce models, technologies, products and services; and, 5. Critically analyse digital marketing strategies and advocate recommendations and solutions.

Required Reading: Chaffey, D, Ellis-Chadwick, F, 2020 7th edition, Digital Marketing: Strategy, Implementation and Practice, Pearson

Assessment: Presentation, Presentation and discussion on digital media marketing (group), 25%. Case Study, Digital marketing analysis, 35%. Report, Digital strategic plan, 40%.

BH06505 Marketing Management

Locations: VU Sydney, City Flinders, Victoria University Online.

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.

Required Reading: Kotler, P., and Leller, K. L., 2016 15th Edn Marketing Management Harlow, Pearson.

Assessment: Test, Online Test, 20%. Other, Discussion and reflection, 40%. Report, Preparing a marketing plan (group work), 40%.

BHO7000 Global Marketing Management

Locations: City Flinders.

Prerequisites: Nil.

Description: In the current global context, it is critical for businesses to achieve and sustain competitive advantage through maintaining effective and efficient global marketing operations. This unit critically reviews strategies, processes and skills necessary for effective marketing management career and leadership in organisations operating internationally, including subsidiaries of multinationals based in Australia. Students will be exposed to contemporary international marketing literature, national/regional and global market information to build their analytical skills for marketing decision-making. Additionally, students will consider the cultural implications associated with extending promotion and product strategy in the international marketing environment.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Design and implement cultural adaptation in marketing programs and corroborate a cultural and cross-cultural understanding; 2. Critically review different predispositions consumers have towards foreign products, domestic products and products/services produced in particular countries; 3. Interpret and evaluate appropriate strategies for marketing products in international markets including the most appropriate communications strategy; and, 4. Predict the key factors involved when marketing products and services in a global market based on an understanding of recent developments in the discipline including digitalisation of marketing operations.

Required Reading: Green, M. and Keegan, W. (2020) (10th Edition). Global Marketing Harlow, Pearson.

Assessment: Presentation, Group presentation and discussion, 20%. Assignment, Individual written assignment, 40%. Case Study, Individual written analysis of a case study, 40%.

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.

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%.

BLO2206 Taxation Law and Practice

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: NOT COMPATIBLE: BLB3134 Taxation Law PRE-REQUISITE: Before undertaking this unit, students must have successfully completed either BLO1105 Business Law OR BLB1102 Contracts 1. PROHIBITION: Law students that are not enrolled in BBLL or LHLB cannot undertake this unit.

Description: The aim of this unit is to introduce students to the general principles of the taxation laws of Australia through a study of the Income Tax Assessment Act 1936 and Income Tax Assessment Act 1997 and other important legislative provisions as well as a study of the common law applying to taxation principles.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through both legislation and common law; 2. Apply taxation law for both individuals and business entities in Australia; 3. Apply taxation principles to make basic calculations as required by a practitioner in taxation practice; 4. Plan, generate and transmit solutions to complex problems in relation to taxation matters in a professional environment and tailored to the client needs; and 5. Evaluate and utilise the various agencies and administrative bodies who can give further information on taxation issues as required.

Required Reading: Sadiq, K., Black, C., Hanegbi, R., Jogarajan, S., Krever, R., Obst, W., & Ting, A. (2020). Principles of Taxation Law. Melbourne: Thomson Reuters.

Assessment: Test, Online quiz, 15%. Presentation, Presentation, 15%. Assignment, Written assignment – letter of advice, 30%. Test, In-class final test, 40%.

BLO3405 Law of Financial Institutions and Securities

Locations: Footscray Park, City Flinders.

Prerequisites: BLO1105 - Business Law or BLB1102 - Contracts 1

Description: The unit investigates the legal framework within which bank and non-bank Authorised Deposit-taking Institutions (ADIs) operate. Students will critically review their regulation under legislation, the general law and the Industry Codes; the assessment and operation of securities accepted by them; and the legal consequences of a borrower's insolvency. Topics to be investigated include: the legal setting of the Australian banking system, nature of the banker customer relationship, the conduct of financial institutions and their responsibilities to customers, cheques, negotiable instruments, securities, credit cards and electronic banking services, and insolvency.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically analyse legal issues commonly arising in the Australian financial and banking industries; 2. Determine and articulate the legal rights, duties and

responsibilities of parties in a banker-customer relationship to achieve a balance of individual and public interest; 3. Interpret and apply legislation, case law and industry codes to problem scenarios; and 4. Review current legal issues affecting the banking sector.

Required Reading: A Tyree, 2017 9th Ed Banking Law in Australia LexisNexis

Assessment: Test, Online Test, 10%. Presentation, Video Presentation of Legal Argument based on Scenario, 30%. Assignment, Submission on Hypothetical Problem, 40%. Test, Online Test, 20%.

BLO5513 Law of Employment

Locations: City Flinders.

Prerequisites: Nil.

Description: This unit critically examines aspects of employment and industrial law required for highly skilled professional practice in the vocational aspects of HR management and workplace relations. Students will respond to authentic problems, proficiently implementing and adapting the skills necessary to propose optimal solutions to legal problems which may arise in contemporary and emerging workplaces. Critical and creative thinking will inform strategizing techniques and the ability to substantiate or validate innovative resolutions to challenges which may arise in the course of the employment relationship. The unit explores the four main sources of rights and obligations impacting on work arrangements, namely: legislation, industrial instruments, the contract of employment and workplace policies. Key topics include implied duties under the contract of employment; safety net entitlements, collective bargaining, termination of employment; work health and safety; and equal opportunity laws.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically review the ways in which the common law impacts on the employment relationships; 2. Analyse and apply legislation that governs the employer/employee relationship including the Fair Work Act 2009 (Cth), occupational health and safety legislation and anti-discrimination laws; 3. Critically reflect upon theoretical approaches informing legal principles and analyse their application across a range of employment contract categories; 4. Ascertain the rights and responsibilities of parties to a contract of employment in a dispute situation and potential remedies for breach of contractual or statutory obligations; 5. Critique the legitimacy of a termination of employment in a given set of facts and justify conclusions through the application of relevant case law, statutory provisions and legal principles; 6. Evaluate scenarios representing common employment disputes to recommend suitable strategies and/or resolutions and articulate likely outcomes of any litigation; and 7. Exemplify professional judgement in applying the procedures for making an enterprise agreement and getting it approved by the Fair Work Commission that demonstrates a critical understanding of organisational values and operational requirements and an individual's responsibilities within these.

Required Reading: Price, R., Nielsen, J., 2018 5th edn Principles of Employment Law Pymont, NSW : Thomson Reuters (Professional) Australia

Assessment: Assignment, Letter of advice based on real life scenarios, 30%. Case Study, Case study analysis based on the ruling handed down by a Court or Tribunal (Group), 20%. Report, Evaluate scenarios representing common employment disputes to recommend suitable resolutions, 50%.

BLO5539 Australian Income Tax Law and Practice

Locations: VU Sydney, City Flinders.

Prerequisites: BLO5540 - Business and Company Law

Description: This unit explores the income tax regime in Australia, through a critical review of the Income Tax Assessment Act 1936 and Income Tax Assessment Act

1997, as well as other important legislative provisions relevant to the GST and Fringe Benefits Tax. The concepts that make up the notion of taxable income and how tax payable is calculated will be interrogated from a range of perspectives. Australia's Goods and Services Tax (the GST) and Fringe Benefits Tax (FBT) and its application in wide ranging settings will be reviewed. Key taxation issues relating to a range of business structures including sole traders, partnerships, trusts and companies will also be analysed in this unit.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically review relevant legislative provisions from the Income Tax Assessment Act 1936 and Income Tax Assessment Act 1997 in identified contexts and situations; 2. Argue convincingly drawing on key provisions from Australia's tax legislation legislative provisions to resolve complex problems; 3. Resolve tax problems by applying the role of the common law in Australia's income tax system and principles from key tax cases; 4. Critique the role of Taxation Rulings in Australia's income tax system and interpret Taxation Rulings on topics relevant to the unit; 5. Interrogate the interaction between the GST, Fringe Benefits Tax and Income Tax in Australia; and 6. Exemplify professional judgements and advise on issues relating to tax payable by individuals, and companies and other business structures in order to calculate an amount of tax payable or advise on a dispute that may alter the amount of tax payable.

Required Reading: Barkoczy, S., (2020) 12th ed Foundations of Taxation Law Oxford University Press, USA

Assessment: Assignment, Group research assignment, 30%. Test, Online quiz (short answer theoretical and case study questions), 20%. Examination, Open book final examination, 50%.

BLO5540 Business and Company Law

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

Description: Directors and managers need to understand their responsibilities to their company, shareholders, employees, customers and society, and appreciate rules and behaviours that lead to good governance. This unit will examine key elements of what constitutes good corporate governance. It will review key regulatory drivers that influence company management, including stock exchange regulation, and consider the main internal control systems necessary to effectively manage contemporary business organisations. It will equip students with knowledge of relevant business rules and regulations. The unit will critically review important areas of company law. Topics covered include: types of companies; corporate personality; company constitutions; contracts made by the company; share capital and loan capital; the duties of directors and managers; and shareholder remedies.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically reflect upon different perspectives of the firm, taking into account the stakeholder versus shareholder debate in the context of corporate social responsibility; 2. Interpret the obligations Directors, managers and employees owe, as corporate agents, to the organisation, shareholders and broader society; 3. Critically review the Australian legal system and institutions relevant to commercial actors and advisers, forming viewpoints on debates about the management of business organisations and investigating the ways political, economic and technical factors contribute to the evolution of commercial and contract law; 4. Investigate the legal context in which firms exist, including the ways political, economic and technological factors contribute to the evolution of commercial and contract law; 5. Analyse key laws that impact upon managers' roles; and 6. Deduce the application of relevant legal rules and principles to commercial problems.

Required Reading: Fitzpatrick J, Symes C, Veljanovski A, Parker D. (2017) 3rd Business and Corporations Law Lexis Nexis Butterworths

Assessment: Test, Online quiz, 20%. Case Study, Case study research assignment, 30%. Examination, Final examination (focused on duties of directors and managers), 50%.

BMI7000 Business Practices in China

Locations: City Flinders.

Prerequisites: Nil.

Description: It is clear that the opportunity for doing business in China today and into the future is significant and growing. China is Australia's largest trading partner and export market with a population of 1.4 billion and a growing middle class. The challenges of doing business in China cannot be underestimated. To benefit from this market opportunity you need a customised business strategy and the ability to successfully navigate relationships within a complex culture. This unit introduces students to the politics, culture, etiquette and general business practices within China, 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 simulated cross-cultural business negotiations and case studies to further enhance graduate capabilities in working in China and/or negotiating with Chinese businesses. High level analytical and planning skills will be required to do case studies and prepare relevant business plans within the Chinese market or entry strategies targeting a Chinese market.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Contextualize the historical, political, legal, economic and socio-cultural aspects of China's business environment in relation to Chinese business organizations and management practices; 2. Critically review the contemporary business environment in China and other countries, and its implications for foreign firms and managers; 3. Verify and set up strategies for establishing successful business relationships with Chinese colleagues, clients and suppliers; 4. Identify and manage the economic, legal and political risks in entering Chinese market; and 5. Design a strategic plan for an organization operating in a Chinese business context.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Case Study, Group Assignment - Best practice in China case study, 30%. Presentation, Individual and group, 20%. Assignment, Business Plan, 50%.

BMI7003 Trade and Investment in Asia

Locations: City Flinders.

Prerequisites: Nil.

Description: The East Asian 'Miracle Growth' — especially of China and India, has heralded the dawn of a 'Pacific Century' and the world balance of political and economic power has shifted to this region. This unit provides a business perspective on Asia-Pacific trade and investment development, policies, practice and issues. It will begin with a brief overview of the macro-economic environment in the region, focused on the concept of globalisation. The unit will then examine the environment for international firms, particularly the political, social economic, technological and other configurations that support cross-border trade and investment in Asia. Amongst others, we will look at the role of national policies, cultures and business systems, the evolution of regional markets in goods, services and finance, as well as ongoing bilateral and regional trade and investment between the countries of Asia. The unit will then probe international firms engaging in Asia-Pacific business ventures and place narrative analysis based on the company case studies in the larger picture of

ongoing macro-economic trade and investment patterns. Discussion of current events/affairs and how these impact on Asia-Pacific international trade and investment is a major part of the unit.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically evaluate the main features of the Asia-Pacific international business; 2. Evaluate the political, economic, social, technological, environmental and legal (PESTEL) configurations that support trade and investment in Asia; 3. Critically analyse the key decisions that multinational firms make in relation to the choice of markets and entry strategies in Asia; 4. Cross-examine the different modes of engagement with Asian markets and explore the interconnectedness between these and PESTEL factors in which expanding companies operate; and 5. Communicate effectively in oral and written forms using concepts of international business.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Case Study, Selected Case Studies' Analysis (Individual), 30%. Report, Group Assignment: Asian Countries PESTEL Analysis (part A -20%); Entry Strategies and FDI for Selected Asian Countries (Part B -25%), 45%. Presentation, Group presentation based on Business Reports, 25%.

BMI7004 International Business Practices

Locations: City Flinders.

Prerequisites: Nil.

Description: It is clear that the managing businesses in an international environment today and into the future is challenging. Thus, this unit provides knowledge of business operation in the global arena, and addresses factors that drive international business engagement in the era of emerging market dominance across trade and foreign investment. The unit examines current global business debates, theories and practices and equips students with strategic skills to analyse and apply micro and macro aspects of global business to organisational management. The unit focuses on providing a deeper understanding of global context, taking a broader holistic view by engaging simulated cross-cultural business negotiations and case studies to further enhance graduate capabilities in working in multi-national businesses. High level analytical and planning skills will be required to do case studies and prepare relevant business plans or entry strategies into a foreign market.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Contextualize the historical, political, legal, economic and socio-cultural aspects of global business environment in relation to business organizations and management practices; 2. Critically examine the contemporary business environment in Australia and in other countries, and its implications for foreign firms and managers; 3. Verify and set up strategies for establishing successful business relationships with international partners, clients and suppliers; 4. Identify and manage the economic, legal and political risks in entering foreign markets; and 5. Design a strategic plan for an organization operating in a global business context.

Required Reading: Hill, CWL & Hult, GTM 2021, 13th edn, International business: competing in the global marketplace, McGraw-Hill, New York, NY.

Assessment: Case Study, Group case study report on dynamics of international business, 30%. Presentation, Group presentation, 20%. Assignment, Business plan, 50%.

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. Explain and evaluate the concepts, theories and models put forward as supporting HRM's effectiveness in meeting organisational objectives and employee demands;
2. Contextualise knowledge so as to investigate and recommend effective HRM practices that contribute to solving contemporary workplace issues and enhancing organisational performance;
3. Communicate and present information effectively in writing and orally;
4. Exhibit individual responsibility and accountability for own learning; and
5. Collaborate with team members in a productive and ethical manner.

Required Reading: Nankervis, A, Compton, R, Baird, M & Coffey, J 2014, 8th edn, Human Resource Management: Strategy and Practice, Cengage Learning, South Melbourne.

Assessment: Test, Online Quiz, 15%. Presentation, Oral Group Presentation, 10%. Test, Progressive In-Class Tests (Test 1 20% and Test 2 25%), 45%. Report, Group Report, 30%.

BMO2001 International Human Resource Management

Locations: Footscray Park.

Prerequisites: BMO2000 - 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. Examine the changing roles of HR in multinational organisations;
2. Identify and propose solutions to the key issues in managing human resources in the global context, including the impact of cultural differences;
3. Critically review the theories which guide the policies and practices of International HRM; and
4. Demonstrate team-based communication skills, interpersonal skills and intercultural understanding to deliver intended group outcomes.

Required Reading: Dowling, P. J., Festing, M., & Engle, A. D. (2017). (7th ed.). International Human Resource Management: Managing People in a Multinational Context South Melbourne: Cengage Learning.

Assessment: Test, Online Test, 20%. Essay, Individual Essay, 30%. Presentation, Group Presentation, 15%. Report, Group Case Analysis and Report, 35%.

BMO2002 Strategic Management

Locations: Footscray Park, VU Sydney.

Prerequisites: Nil.

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. Collaboratively prepare and present relevant strategic management knowledge and principles in a clear and coherent manner demonstrating intellectual independence and the initiation and development of new ideas.

Required Reading: David, F.R., & David, F.R. (2017). (16th Ed. Global edition). Strategic Management: A Competitive Advantage Approach, Concepts and Cases USA: Pearson Higher Ed.

Assessment: Test, Online Quiz, 10%. Presentation, Case Study Presentation (Group), 15%. Report, Case Study Report (Group), 30%. Test, In-Class Test, 45%.

BMO2003 Human Resource Development

Locations: Footscray Park.

Prerequisites: BMO2000 - Human Resource Management

Description: This unit is designed for the Bachelor of Business with a specialisation in Human Resource Management. Human Resource Development (HRD) addresses current issues, concepts and methods involved in managing and delivering successful Learning and Development activities within organisations. HRD adds value to an organisation through appropriate development practices and talent management that support organisations to meet their changing complex challenges. Accordingly, students will investigate the theory and practice of HRD by critically assessing the effectiveness of employee learning experiences and the techniques used to facilitate that experience. Students will critique the training cycle including the needs assessment, design and evaluation methods applied in the practice of HRD. By completing the subject, students will be able to evaluate the effectiveness of HRD practices and processes and recommend their application.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:
1. Identify the major Human Resource Development (HRD) functions and the key influences impacting employee behaviour;
2. Identify the requirements and considerations to conduct an organisational needs analysis for various contexts;
3. Investigate a range of human resource development approaches, and evaluate the benefits of each their appropriate implementation;
4. Analyse a range of human resource development applications to understand their relevance in an organisational context; and
5. Exhibit individual responsibility and accountability for contribution to group outcomes.

Required Reading:Wemer, J. M., & DeSimone, R. L. (2018). (7th ed.). Human Resource Development South-Western: Cengage Learning.

Assessment:Test, Online Test, 15%. Presentation, Group Presentation and Evaluation, 30%. Report, Training Analysis and Rationale, 35%. Test, In-class Test, 20%.

BMO2004 Business Ethics

Locations:Footscray Park, City Flinders.

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.Critically review business ethics in organisations, including knowledge of ethical theories as relevant to local and multinational organisations; 2.Critically 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 in relation 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 responsible and professional judgment; and 6.Advocate ethical, environmentally, socially and culturally solutions to contemporary problems utilising effective verbal and written communication.

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.Shaw, W.H., & Barry, V. (2016). (3rd ed.). Moral issues in business South Melbourne, Australia: Cengage Learning.

Assessment:Test, Online quiz, 20%. Test, In-class test, 25%. Essay, Individual critical essay, 30%. Creative Works, Group Animated Video, 25%.

BMO2005 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. The process' 4 major steps of innovative entrepreneurship is covered in this unit. Studying this process informs an understanding of entrepreneurship and how to practice it for the purpose of establishing and then successfully growing an entrepreneurial venture. This unit includes the following topics: opportunity and problem recognition; the innovation, entrepreneurial and entrepreneurial process; new venture ideas; market opportunities; competitive advantage; human capital 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.

108

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to: 1.Identify problems and opportunities that influence innovation and entrepreneurship that embraces technology for 21st century businesses; 2.Develop an understanding how effective research methods to support problems or opportunities identified by applying relevant innovation theories and market implications; 3.Develop skills in creative thinking, divergent thinking, design thinking, decision-making and transforming an initial idea to a full-fledged business opportunity, designing and organising a team and assessing the opportunities of the new business idea; 4.Effectively work in a team assigned with appropriate roles and goals that contribute in achieving group-negotiated outcomes for the entrepreneurial venture; and 5.Persuasively argue the effectiveness of a business pitch through upholding evidence in an oral presentation to a variety of audiences.

Required Reading:Barringer, B. R., & Ireland, R. D. (2018). (8th ed.).

Entrepreneurship: Successfully launching new ventures, Global edition Harlow: Pearson Education.

Assessment:Assignment, Ideas Booth (Individual Assessment), 20%. Test, Individual Test, 20%. Report, Venture Mapping: Model & Team Plan (Group), 20%. Presentation, Pitching & Pitch Deck (Group), 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 various operational problems and to propose and justify solutions using appropriate methods; 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.

Required Reading:Heizer, J., Render, B., & Munson, C. (2018). (12th ed., global ed.). Operations Management: Sustainability and Supply Chain Management Harlow, Essex, England: Pearson.

Assessment:Test, Online Multiple Choice Quiz, 15%. Presentation, Group presentation, 15%. Case Study, Group Case Study Report, 30%. Test, Final Test, 40%.

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.

Required Reading: Rushton, A., Croucher, P., & Baker, B. (2014). (5th ed. or latest edition). *The Handbook of Logistics and Distribution Management* London, UK: Kogan Page.

Assessment: Test, Online quiz, 20%. Case Study, Group presentation, 10%. Report, Group report on industry (major assignment), 30%. Test, Tests (2 progressive in-class tests at 20% each), 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 a case 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 an online quiz, group case study analysis (including literature review), 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 processes, the importance they have in the supply chain, and how they have evolved over time; 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.

Required Reading: Lyons, K & Farrington B 2016, 9th ed, *Procurement & Supply Chain Management*, Prentice Hall, England.

Assessment: Test, Online Quiz, 20%. Presentation, Group Presentation, 10%. Case Study, Group Report, 30%. Test, Tests (2 progressive in-class tests at 20% each), 40%.

BMO2203 E-Supply Chain Management

Locations: City Flinders.

Prerequisites: BCO1102 - Information Systems for Business

Description: This unit aims to provide students an understanding of current practice, and how modern global supply networks share information using technologies.

Topics covered include; Bar code, RFID (Radio Frequency Identification), SAP-ERP, IoT (Internet of Things), Block chain, supply chain integration, e-Business and operations 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. Plan supply chain activities in teams using a supply chain management (SCM) simulation game; 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.

Required Reading: Ross, D. F. (2011). (2nd ed.). *Introduction to e-Supply Chain Management Technologies* UK: Taylor & Francis. Multiple copies of the eBook are available via the library.

Assessment: Literature Review, Individual, 20%. Report, Group Industry Report, 30%. Report, Group reflection based on SCM simulation game, 20%. Examination, Final Exam, 30%.

BMO3000 Knowledge Management Practices for Innovative Organisation

Locations: Footscray Park.

Prerequisites: Nil.

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 knowledge

management strategy will be used to demonstrate the value of knowledge management practices.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Synthesise and apply knowledge management theory and concepts to analyse practical knowledge issues in both domestic and international context; 2. Critically evaluate priorities and articulate key issues in complex knowledge management problems; 3. Work effectively as a member of a team, including multidisciplinary teams, able to draw on, recognise and value the knowledge and contributions of others and balance team and individual goals; and 4. Demonstrate autonomous, self-directed learning skills and habits.

Required Reading: Dalkir, K. (2018). (3rd ed.). *Knowledge Management in Theory and Practice* Cambridge, Massachusetts: MIT Press. Reading lists for sessions are available via the unit VU Collaborate site.

Assessment: Annotated Bibliography, Review of 5 Research Articles (500 words), 20%. Creative Works, KM Game Creation & Application with Rationale (Group), 30%. Journal, Weekly Learning Reflective Journal x5 (individual), 20%. Project, Critical Exploratory Report & Presentation Project (Group), 30%.

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 online in-class test.

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.

Required Reading: Coyle, J.J., Langley, C.J., Gibson, B.J., Novack, R.A., Bardi, E.J. (2017). (10th ed.). *Supply Chain Management: A Logistics Perspective* South-Western: Cengage Learning Australia.

Assessment: Case Study, Group Presentation, 20%. Project, Individual Supply chain design/Poster, 15%. Report, Group Industry Report, 35%. Test, Online in-class test, 30%.

BMO3323 Employee Relations Management

Locations: Footscray Park.

Prerequisites: BMO2000 - 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 class topics. Further, there is a practitioner perspective also included in the sessions. Topics include the context of Employment Relations (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. Identify the major Employment Relations (ER) functions and the key influences impacting employee/employer behaviour and underpinning factors; 2. Critically analyse and evaluate key processes of ER at the workplace level and their relationships to organisations; 3. Investigate a range of ER approaches, evaluate the benefits of each of their appropriate implementation; 4. Critically discuss, analyse and evaluate the current ER trends and their impact on the parties, processes and rules of Australian ER; and 5. Exhibit individual responsibility and accountability for contributing to group outcomes.

Required Reading: Bray, M, Waring, P & Cooper, R 2018, 4th edition, *Employment Relations: Theory and Practice*, McGraw Hill, NSW.

Assessment: Review, Critical review of an article, 15%. Research Paper, Organisational research 15% and Role Play 10%, 25%. Presentation, Group Presentation (group presentation 15%, group slides 15% and individual peer critique 10%), 40%. Case Study, Individual Case Study (x2) presented in class, 20%.

BMO3332 Managing Organisational Change

Locations: Footscray Park.

Prerequisites: Nil.

Description: In this unit students will develop approaches to, and methods of, change that foster organisational responsiveness to the rapidly changing and competitive organisational 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 decade, and how this might affect employees, organisations and the community. This unit introduces a framework for rethinking contemporary organisational change and management experiences, and for gaining a critical appreciation of future innovative change management practices. Students will identify what needs to change and how to lead and manage change today and into the future.

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, models, principles and concepts of change in organisations to better support innovative approaches to successful organisational change occurring in particular settings; 4. Develop team collaboration and persuasive communication skills to be able to direct change culture in contemporary organisations or community settings; and, 5. Reflect on behavioural

complexities associated to organisational change.

Required Reading: Cummings, T.G & Worley, C.G. (2015). 10th edition, Organization Development & Change, Cengage Learning, Stamford, USA.

Assessment: Annotated Bibliography, Annotated Bibliography of 6 journal articles, 20%. Report, Organisational Change Report (Group), 40%. Presentation, Change Practitioner Presentation (Group), 20%. Journal, Learning Reflection Journal (Individual), 20%.

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.

Required Reading: Coyle J, Bardi E & Novack R, 2016 8th edn, Transportation: A Global Supply Chain Perspective South-Western Cengage Learning, Mason Ohio.

Assessment: Test, Online Quiz, 20%. Presentation, Group Presentation, 10%. Report, Group Report, 30%. Test, Tests (2 progressive in-class tests at 20% each), 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. Analyse and synthesise knowledge of analytical and optimisation models with the use of decision-support tools and techniques; 2. Critically reflect individually on a range of forecasting tools and techniques and realise its potential for demand

estimation in a supply network planning; and, 3. Work individually and/or collaboratively in a team or/and individually to develop problem-solving capability working through a range of skills, and to reflect on their underlying applications in the business of logistics and supply chain management.

Required Reading: Heizer, J., Render, B., Munson, C., (2020) 13th Edn Operations Management : sustainability and supply chain management Pearson Education, New Jersey, USA

Assessment: Assignment, SAP-SCM Demand management module, 10%. Case Study, Analytical short case study - presentations (group), 15%. Report, Scenario based analytical literature review and report (group), 35%. Test, Final test on SC analytics, 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. Critically analyse the administrative and strategic value of a Human Resource Information Systems (HRIS) as relevant to local and global organisations; 2. Identify and examine issues relating to the use of HRIS in contemporary business settings; 3. Construct and present HRIS (SAP-HCM) solutions, related to the effective management of human resource information; and 4. Work collaboratively demonstrating effective communication skills to develop and present HRIS recommendations with integrity and judgement.

Required Reading: Thite, M. (2019). E-HRM: Digital Approaches, Directions and Applications. Milton, UK: Routledge.

Assessment: Test, Online MC/Short Answer Quiz, 15%. Other, Article Critiques & Online Group Discussion, 30%. Test, Practical Test using SAP HCM software, 30%. Project, Group Case Study & Presentation, 25%. 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 practical test.

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.

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.

BMO5501 Business Ethics and Sustainability

Locations: VU Sydney, City Flinders, Victoria University Online.

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 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 various systems through analysis, critique and the presentation of corroborating evidence; 4. Exemplify 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. Communicate analysis to audiences demonstrating a high level of personal autonomy and accountability.

Required Reading: A link to a book of readings containing current and seminal journal articles will be posted in VU Collaborate.

Assessment: Presentation, Case analysis and animated presentation, 20%. Report, Group case study report, 30%. Case Study, Case study on ethics and sustainability in achieving competitive advantage (Individual), 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. Critique and reflect upon the current and emerging industrial relations trends and debate their impact on the parties, processes and rules of Australian industrial relations; and 4. 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.

Required Reading: Bray, M, Waring, P, Cooper, R, Macneil, J, 2017, 4th edition, *Employment Relations: Theory and Practice*, McGraw-Hill, Sydney.

Assessment: Presentation, Oral presentation addressing Industrial relations issues. (Group Oral Presentation), 20%. Literature Review, Key trends and issues related to industrial relations, 30%. Project, Research project addressing industrial relations issues, 50%.

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. Evaluate the application of systems models to human resources management functions; 4. Critique 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. 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.

Required Reading: Nankervis, A, Baird, M, Coffey, J & Shields, J 2019, 10th edn. *Human resource management: Strategy and practice*, Cengage Learning, Melbourne, Australia

Assessment: Test, Online quiz, 10%. Essay, Literature review on contemporary HRM issues, 40%. Case Study, Group case study on industry organisation (40%) and Presentation of research findings (10%), 50%.

BMO5565 Human Resource Information Systems

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 skillsets necessary to develop HRM processes in SAP-HCM.

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%.

BMO5567 Managing Workplace Conflict

Locations:City Flinders.

Prerequisites:Nil.

Description:This unit of study examines the approaches, strategies, tactics and techniques essential to taking a positive approach to conflict. The Unit will provide an overview of the major developments and issues concerning alternative dispute resolution (ADR) and incorporates important new developments in the field including in neuroscience, affect and conflict theory. The Unit covers the history and development of ADR in Australia and seeks to describe and contextualise all of the key processes. It is a comprehensive approach to the subject matter which will enable you to understand and apply the key skills necessary for conflict resolution.

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.

Required Reading:Condliffe, P., 2019, 6th edn Conflict Management: A practical Guide, Lexis Nexis, Australia.

Assessment:Report, Analysis of a major workplace dispute using Conflict theories., 30%. Presentation, Document and enact Mediation exercise., 40%. Journal, Reflective Journal - Analyses of different workplace conflicts, 30%.

BMO5572 Strategic Human Resource Management

Locations:City Flinders, Victoria University Online.

Prerequisites:Nil.

113

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.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.

Required Reading:Reiche, B. S., Harzing, A. W. and Tenzer, H. (2019) 5th Edn International Human Resource Management. SAGE, Los Angeles.

Assessment:Assignment, The effects of globalisation on the role of the HR manager, 10%. Essay, Critical application of theory and concepts (Group), 40%. Report, International Strategic HRM- Plan (35%) and presentation (15%), 50%.

BMO5574 Supply Chain and Logistics Management

Locations:City Flinders.

Prerequisites:Nil.

Description:Supply chain management (SCM) is an information-directed flow of products and services from suppliers to end consumers, managed by a number of partner firms, so that the merchandise is produced and distributed at optimum costs while satisfying service level requirement. The unit provides students with an understanding of flow of products, information, funds and knowledge that underpin demand and supply matching through sales and operations planning in a supply chain. In particular, the unit equips students with various theories, models and strategies to take rational business decision in product as well as services supply chain. The core focus is on supply chain integration (SCI) mechanism where the students understand the role of information and communication technologies in support of multi-parties collaboration that enable visibility and real time flow of goods and services, improves operational efficiency and enhances sustainable firm performance. Further, students will be introduced with the appropriate use of emerging technologies like cloud, IoT, blockchain and AI/ML for improving operational efficiency for firms of all sizes. The unit familiarises students with supply chain operations reference (SCOR) model that comprises of plan, source, make, deliver, return and enable as the basic management processes for improved, faster, and more granular support of decision making while transitioning to Supply Chain 4.0. Realising the potential of the Enterprise Resource Planning (ERP) systems, the unit provides students with sufficient knowledge of Advanced Planning and Optimisation (APO) software where they complete a hands on computer-based individual project so that they can appreciate the role and functionalities of APO to source, make, and deliver products in a supply chain network. Also, the unit includes a visit to a warehouse where the students are exposed to live operations within the facility.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to: 1.Critically review and interpret theoretical aspects of supply chain and logistics management of products and services in businesses across sectors; 2.Advocate

persuasively business case in SCM, write a report and undertake a collaborative group presentation with recommended improvements by understanding culture, values and dispositions in affecting achievement of goals; 3. Deconstruct the complex supply chain into processes in relation to sourcing of raw materials, making the finished goods and deliver them to customer locations in optimised way by using SAP's Advanced Planning and Optimisation (APO) software; and 4. Investigate the current scenario and justify sales and operations plan for a manufacturing or service company and collaboratively suggest an action plan for future operations.

Required Reading: Chopra, S. 2020 7th edn Supply Chain Management: Strategy, Planning, and Operation Pearson

Assessment: Assignment, SAPAPO computer lab project (Individual), 30%. Case Study, SCM case report and presentation (Group), 20%. Project, Industry research and applications on supply chain management & report writing (Group), 50%.

BMO5579 Green Logistics

Locations: City Flinders.

Prerequisites: Nil.

Description: Green logistics and supply chain management enables a firm to attain its economic targets, minimise environmental hazards, reduce its harmful environmental effects, and enhance the ecological efficiency of the firm and its partners across the supply chain. The unit provides students a comprehensive view of the subject that illustrates the environmental impacts of logistics and the actions that companies can take to deal with them. The unit exposes students to various ways in which freight transport adversely affects the environment, how the impact can be measured and environmental standards can be imposed. In particular, the focus will be on key topics like carbon auditing of supply chains; transferring freight to greener transport modes; reducing the environmental impact of warehousing; improving the energy efficiency of freight transport; making city logistics more environmentally sustainable; and role of government in promoting sustainable logistics. The unit takes a strategic perspective of the logistics where students will appreciate the role of environmental metrics in design of freight transport network, location of nodes, choice of transport mode and creation of carbon-neutral warehousing. With the popularity of smart city, the unit covers the establishment of urban consolidation centres and environmental zone that can improve the sustainability of last mile delivery into cities. The unit updates students with the recent development on green logistics such as distribution by drone, 3D printing, physical Internet and concept of "peak freight" that have the potential to reduce the impact of logistics on environment.

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 environmental impacts of logistics and supply chains; 2. Critically reflect on the established academic opinions of state-of-the-art literature and produce a well-structured and balanced individual report on green logistics strategies; and 3. Investigate the current business scenario of logistics operations and justify strategies for an organisation, and collaboratively suggest an action plan for future operations.

Required Reading: McKinnon, A., Browne, M., Whiteing, A., & Piecyk, M. (2015). 3rd edn Green logistics: Improving the environmental sustainability of logistics ebook GBR: Kogan Page.

Assessment: Report, Review and report on contemporary green logistics literature, 20%. Report, Industry research and application report on green logistics (group), 40%. Test, Green logistics theory take-home test, 40%.

BMO6000 Agile Project and Change Management

Locations: Victoria University Online.

Prerequisites: Nil.

Description: Globally, organisations are adopting agile principles to optimise project delivery and efficiency in the face of rapidly changing conditions. In this unit, students learn the fundamentals of agile project management (APM) as well as the scrum methodology for managing change projects in dynamic settings, and how they differ from other theories of change management. Students will contrast agile and waterfall, learn where APM is most applicable and useful, and assess how agile is leveraged to successfully implement projects on time with an explicit focus on stakeholder requirements. Students will also consider alternative ways of framing change initiatives either as incremental or transformational events within an organisation to foster new ways of thinking. These effective project management skills prepare them to successfully lead agile project teams, enable their teams to deliver what their customers want faster and with better quality than traditional project management methods.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Synthesise and apply major theories and models to problems involving people and change management; 2. Deliberate why change often fails, the psychology of change resistance and derive actions to successfully manage and reduce change resistance; 3. Exemplify the core concepts underlying predictive, iterative and agile project life cycles; 4. Critically review scrum roles and their applicability to real world situations characterised by rapidly changing conditions; and, 5. Exhibit skills in using agile project and change management techniques in dynamic settings.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Assignment, Applying a change management model, 10%. Other, Conducting a change impact analysis, 40%. Case Study, Transforming a failing project by applying Agile Project Management, 50%.

BMO6001 Transport and Logistic Systems

Locations: Werribee, City Flinders.

Prerequisites: Nil.

Description: Transport Systems enable mobility of people, and transport of goods and freight shipments between their origins and destinations. The unit provides students with an understanding of the fundamentals of different modes of transport and their intermodal and multi-modal combinations. As the transportation has moved away from a reactive and supporting role to one that is more proactive and enabling, this unit provides students with an introduction to logistics and supply chain management. Students focus on solving multiple challenges, including increasing fuel costs, capacity requirements, disjointed transport infrastructure, global transportation and risk management, with the goal of optimising operations. Specific topics include transport management systems, software selection and emerging technologies for route optimisation, operational efficiency and sustainability. Students will acquire a more nuanced understanding and appreciation of efficient and effective transportation systems. This understanding plays a critical role in enhancing environmental, social and economic performance of organisations characterised by globalisation and technological advancement.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically analyse the underlying theories and principles of transport systems and modes of operations and their critical role in achieving triple bottom line sustainability; 2. Critically review the fundamentals of different modes of transport and their intermodal and multi-modal combinations; 3. Articulate how an understanding of logistics and supply chain management can solve common transport problems; 4. Evaluate the current business practices of a transport company and justify an action plan for operational improvement; and, 5. Design and justify an

action plan for improving route optimisation, operational efficiency and sustainability.

Required Reading: Robert Novack, Brian Gibson, and Yoshinori Suzuki, John Coyle (2019), 9th edn *Transportation: A Global Supply Chain Perspective*, Cengage Australia

Assessment: Literature Review, Recent literature on transport systems, 20%. Report, Industry research report and presentation on a transport company (group), 40%. Poster, Develop a sustainable transport plan, 40%.

BMO6002 Public Transport and Strategies

Locations: Werribee, City Flinders.

Prerequisites: Nil.

Description: An effective and efficient public transport system is key to Australia's continued economic growth, environmental stewardship and social well-being as the whole system is increasingly set to embrace smart city operations. The unit provides students with an understanding of practices and principles of public transport operations, strategies and planning that seek to improve the transport infrastructure and services supporting user mobility and accessibility. Particularly, the unit focuses on stakeholder and community engagement principles, public transport options, mode and means of transport, resource needs and process improvement for public transport. The unit introduces public transport Organisations and Institutions where students will appreciate their key roles in policy formulation and regulations associated with the transport systems. As cities are rapidly developing and investing in integrated mobility, rider connectivity, and digitalisation, the unit equips students with tools to measure performance based on three pillars of sustainable urban mobility: people, planet and profit. The unit covers some strategic options for improvement of public transport with due attention to congestion, parking, cycling, and walking.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically review the underlying principles of public transport and strategies in relation to economic, environmental and social wellbeing; 2. Appraise the use of various public transport strategies by undertaking reviews of recent literature on public mobility and accessibility; 3. Critically analyse and reflect on sustainable public transport in a small team of culturally diverse community; and, 4. Evaluate and report on integrated public mobility and sustainability.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Literature Review, Recent literature on public mobility and strategies, 30%. Case Study, Reflect on public transport strategies (Group), 20%. Report, Industry Report on public mobility and strategies (Group report 35%+ presentation 15%), 50%.

BMO6003 Transport Policy Governance and Safety

Locations: Werribee, City Flinders.

Prerequisites: Nil.

Description: This unit reviews theoretical and managerial dimensions of transportation in supply chains, including regulations and public policy. The unit aims to provide an environment in which students will learn the essential features of effective national transport safety systems. It introduces key strategic principles that apply to transport safety management, enabling students to appreciate the role of well-crafted action plans and safety-focused transport systems in minimising harm to all users. The unit covers risk management, human factors, safety assurance and safety training requirements. It highlights the importance of effective coordination and the contributions all stakeholders can make to safety management. The unit undertakes a practical review of transport safety governance practices that will enable students

to focus on how current practices support the safety of mainstream transport operations. Students will be coached to be capable of designing and implementing systemic, sustained and accountable responses to safety governance needs at a national level. They will learn approaches which will enable them to implement new and innovative strategies.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically analyse the underlying theories and principles of transport safety and governance; 2. Critically review and reflect on theoretical approaches of recent literature on transport safety and governance; 3. Critically analyse and reflect on transport policy, governance and safety in a small team of culturally diverse community; and, 4. Design and justify different approaches to transport safety measures, and the current safety governance mechanism against good practice elements of governance.

Required Reading: Selected readings will be made available via the unit VU Collaborate site. Stopher, P. and Stanley, J. (2014). 1st Edn *Introduction to Transport Policy*, Edward Elgar Publishing

Assessment: Literature Review, Recent literature on Transport safety strategies, 30%. Case Study, Transport safety and governance (Group), 20%. Report, Industry research on transport safety measures and governance (Group report 35%+ presentation 15%), 50%.

BMO6004 Future Transport and Infrastructure Strategies

Locations: Werribee, City Flinders.

Prerequisites: Nil.

Description: The future transport systems and infrastructure anchor around the Intelligent Transport Systems (ITS) based on the perspectives of users, business models and regulation/policy for all modes of transport and infrastructure. The unit offers students the understanding of technological, managerial and regulatory implications of ITS on transport systems, and how the relevant strategies might help build the transport infrastructure network to overcome the current challenges. The unit introduces the underlying concepts and standards of emerging technologies where the students appreciate the role of in-vehicle applications such as autonomous driving, vehicle-to-vehicle/vehicle-to-infrastructure communication; sensing technologies, wireless communication, computational technology; and user behaviour in transportation chain. The unit covers the integration mechanism of personalised mobility, digital assistants, big data analytics and autonomous driving, where students see its critical role in public mobility and goods movement. The focus is to support students' understanding of smart city operations, route optimisation and last mile goods delivery efficiency by using ERP systems (SAP's Transport Management (TM) software) in a lab environment.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Critically analyse the salient aspects of changing technological environment and its effect on in transport systems and communication mechanism; 2. Deconstruct the complex transport systems and develop a route optimisation plan by using Transport Management (TM) software in a computer lab environment; 3. Critically analyse and reflect on future transport and infrastructure strategies in a team of culturally diverse communities; and, 4. Evaluate the current business practices of Intelligence Transport Systems (ITS) and justify its suitability for all modes of transport and infrastructure.

Required Reading: Dimitrakopoulos, G., Uden, L., & Varlamis, I. (2020) *The Future of Intelligent Transport Systems* Elsevier UK

Assessment: Project, ERP systems (SAP-TM) Lab project, 30%. Case Study, ITS business case (group), 20%. Report, Industry research on modes of transport and infrastructure (group report 35% + individual 15%), 50%.

BMO6050 Art and Practice of Leadership

Locations:City Flinders, Victoria University Online.

Prerequisites:Nil.

Description:Uncertainty and changes call for unique leadership in businesses. The core learning in this unit is to understand the development of leadership capacity and prepare for critical transformation or transition in complex situations. A unique learning model that aims for students to increase to close the gap between their understanding and effective leadership action. The unit examines the contextual challenges facing leaders today, 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.

Required Reading:Roe, K., 2020 Leadership: Practice and perspectives Oxford University Press

Assessment:Presentation, Case Pitch (Group), 20%. Report, Group Case Report, 50%. Other, Self-Assessment Reflection (Individual), 30%.

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. Critique the fundamental concepts related to workplace and organisational systems such as leadership, management, personality, job-fit, motivation, classical decision making; 2. Interrogate contemporary issues related to 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. Critically analyse and evaluate the contemporary work organisation using multiple perspectives and theories; and 5. Exemplify 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.

Required Reading:Robbins, S. & Judge, T. (2017). (14th ed.). Essentials of Organisational Behaviour New Jersey: Prentice Hall International, Inc.

Assessment:Case Study, Analysis and presentation of case study (Group), 25%. Review, Team Performance Review (Group), 30%. Assignment, Investigation of organisational systems, 45%.

BMO6508 Operations Management

Locations:City Flinders.

Prerequisites:Nil.

Description:Operations management (OM) is a set of activities that creates value in the form of goods and services by transferring inputs into outputs. The efficient production of these goods and services requires effective applications of concepts, tools and techniques of OM where students will appreciate their importance in improving organisations' productivity. In particular, the focus will be on inventory planning and control, total quality management, scheduling and just in time operations where sales and operations planning justifies their key roles in demand and supply matching. The unit equips students with an understanding of OM at the centre of a supply chain, design of products and processes, strategic approach to cost, quality, delivery and flexibility dimensions, and integrated material requirement planning that make an organisation competitive over others. As the manufacturing is progressively shifting to strategically low cost country locations, the students appreciate the outsourcing strategy, make or buy decision as key to anywhere production, anywhere consumption paradigm. This concept introduces students with Industry 4.0 vision of cyber-physical systems where the autonomous manufacturing is here to lead the way in a global supply chain.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to:

1. Deconstruct the theoretical aspects of product and services design and provision in a range of situations; 2. Critically evaluate various manufacturing and supply chain policies and theories, and interpret their applications and relevance to contemporary industries; 3. Adapt and justify the design of transformation processes which use materials, people 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

Required Reading:Hill, A., and Hill, T., 2017 1st edn Operations Strategy: Design, Implementation and Delivery, ebook Macmillan

Assessment:Report, Review and report on contemporary OM literature, 30%. Case Study, OM Case report and presentation (Group), 20%. Test, OM theory take-home test, 50%.

BMO6511 Strategic Management and Business Policy

Locations:City Flinders, Victoria University Online.

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.

Required Reading: Thompson, A, Peteraf, M, Gamble, J, Strickland A.J. (2018). (21st ed.). *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases* Sydney: McGraw-Hill.

Assessment: Case Study, Strategic Analysis Case Study (Group), 25%. Report, Research Report on Strategic Management (Individual), 25%. Case Study, Business Strategy Case Study and Presentation (Group), 50%.

BMO6622 Managing Innovation and Entrepreneurship

Locations: City Flinders, Victoria University Online.

Prerequisites: Nil.

Description: This unit investigates theoretical concepts of creativity, innovation and entrepreneurship and the skills and competencies to apply this knowledge effectively to diagnose 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. Apply knowledge of relevant literature to educate a range of audiences about entrepreneurship; 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. Design and formulate an innovation project for business venture grounded in an entrepreneurial proposition.

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: Report, Analysing an entrepreneurial mindset, 20%. Case Study, Case Study on an entrepreneurial venture, 30%. Report, Innovation Project including an application for funding and Presentation (Group), 50%.

BMO6624 Organisation Change Management

Locations: VU Sydney, City Flinders, Victoria University Online.

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. Exhibit, 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. Investigate 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. Arbitrate 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.

Required Reading: Waddell, D.M., Creed, A., Cummings, T.G. and Worley, C.G. 2019. 7th Edn. *Organisational Change: Development and Transformation*. Asia Pacific edition. Cengage Learning: South Melbourne.

Assessment: Assignment, Critical reflection (Group), 10%. Report, Preparing for change, 40%. Case Study, Implementing change, 50%.

BMO6625 Performance Management and Rewards

Locations: City Flinders, Victoria University Online.

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: critically 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. Translate 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.

Required Reading: Shields J. 2020, *Managing Employee Performance and Reward Concepts, Practices, Strategies*, Cambridge University Press, Cambridge.

Assessment: Assignment, Key trends and issues in Performance Management, 20%. Case Study, Performance management analysis of an organisation, 30%. Report, Project report and presentation on performance management strategies (Group), 50%.

BMO6630 Business Research Methods

Locations: VU Sydney, City Flinders, Victoria University Online.

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.

Required Reading: Articles and case studies. Bryman, A., & Burgess, M. (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, Victoria University Online.

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 wide ranging local and global organisational contexts;
3. Critique 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. 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.

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, 30%. Case Study, Real-time case study analysis & presentation, 30%. Report, Final report, 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.

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, 30%. Case Study, Examination of a real-time case study from participating organisation (group), 30%. Report, Research report on conducting systematic organisational diagnosis, 40%.

BMO7002 Technological Change and Innovation

Locations: VU Sydney, City Flinders.

Prerequisites: Nil.

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. Critique 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. Inquire 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 assess 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.

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: Report, Research report to assess the impact of technological change, 30%. Case Study, Evaluation of a real-time case study from participating organisation, 30%. Examination, Take home 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. Appraise and critique 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. Inquire and collaborate effectively in resolving complex challenges surrounding employee behaviour during change implementation in local and multi-national organisations. 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. Contextualise strategically from the perspective of senior management in leading organisational change.

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, 30%. Case Study, Case study & Presentation - Evaluation of a real-time case study from participating organisation (group), 30%. Report, Managing change in an organisation, 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. Evaluate different components of strategic frameworks and link them to managerial actions; 2. Analyse and understand the challenges facing the current global business environment and its implications to strategy development and

implementation; 3. Critically review and interpret the major theoretical frameworks underlying Strategy and Strategic Change and infer on the ways organisations can utilise them; 4. Formulate and evaluate a strategic plan leading to a strategic change.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Literature Review, Critique of the literature on strategy and a strategic change, 30%. Case Study, Group case study & presentation, 30%. Project, Preparation of a strategic change plan, 40%.

BMO7005 Business Consulting

Locations: City Flinders, Victoria University Online.

Prerequisites: Nil.

Description: This unit focuses on the key knowledge and skills required for successful business consulting. It will synthesise and leverage the competencies you have acquired in your earlier studies, which encompass accounting and finance, marketing, human resources and organisational change management, strategy and data analysis. The unit aims to develop capabilities which will allow you to pursue a career in consulting, or act as an effective internal consultant within an organisation. You will apply knowledge and skills acquired in the previous units of the course to effectively design, research and manage a business consulting project, deliver solutions and present practical recommendations to meet the needs of a real-world client, in an ethical manner. You will be involved in authentic engagement with a client and receive industry feedback, or draw on an industry case study, to address a complex business challenge. You will enhance your research and interpersonal skills, including problem-solving, collaboration, communication, customer-orientation and influencing.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Design an appropriate methodology and framework to address a complex business challenge based on research; 2. Critically review and respond to a client project brief in an ethical manner, with attention to sustainability; 3. Articulate and defend innovative solutions and recommendations that add value to a client's organisation; 4. Exemplify interpersonal skills to collaborate and communicate effectively; 5. Exhibit business acumen and professional experience; and, 6. Critically reflect on individual development as an effective business consultant/leader.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Assignment, Proposal for consulting projects, 10%. Report, Group consulting report addressing client's business challenge, 60%. Presentation, Pitching the recommended solutions, 30%.

BMO7006 Applied Business Project

Locations: VU Sydney, City Flinders, Victoria University Online.

Prerequisites: BEO6000 - Data Analysis for Business and 3 other VUBS 12cp Master units

Description: This unit involves working on an applied business project. Students will apply their skills to a contemporary workplace situation, and deliver recommendations in a business setting. Participants in this unit will be expected to apply a managerial perspective. The unit provides the opportunity to integrate and apply knowledge from previous units in the course. The integration of work-based learning and academic learning, commonly referred to as Work Integrated Learning (WIL) will allow students to analyse and solve authentic business problems or address real issues faced in organisations. Students will receive feedback on their professional practice.

Credit Points: 12

120

Learning Outcomes: On successful completion of this unit, students will be able to:

1. Apply knowledge and understanding of management to identify and describe a business or management problem of suitable scale and scope, applying an appropriate methodology appropriate for the problem; 2. Apply skills in planning and executing independent research, locating and analysing information, and reflecting upon business/management literature the work of others and integrating it within own work; 3. Demonstrate a capacity for evaluative and critical thinking by reviewing the current understanding of the problem, assessing alternative approaches, and addressing business ethics and sustainability considerations; 4. Articulate and defend innovative solutions and recommendations that address the business problem; 5. Exemplify interpersonal skills to collaborate and communicate effectively, orally and in writing; and 6. Exhibit and integrate business acumen and professional exposure experience.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Assignment, Project Brief proposal which identifies and describes an applied business project of suitable scope and includes a brief review of literature, 15%. Presentation, Presentation of interim findings, including literature which has been reviewed, 25%. Project, Written report or article submitted which analyses and assesses the business problem and delivers clear business-like recommendations, 60%.

BMO7007 Planning and Control Through ERP Systems

Locations: City Flinders.

Prerequisites: Nil.

Description: Enterprise Resource Planning (ERP) systems are used to integrate enterprise-wide information into a database and make that information available to managers. Within manufacturing operations, and their supply chain partners, most information is contained in Manufacturing Planning and Control (MPC) systems. The unit will introduce students with the principles of the MPC systems that support the manufacture of products for customers from order forecasts and firm production targets to actual material purchasing, manufacture, assembly and distribution to wholesale customers. Using hands on ERP systems (SAP R/3), students will build their own product with the necessary sub components, prepare bill of materials, implement the material requirement planning, and choose work centres for routing and production release. As the industry is heading towards Industry 4.0 and Supply Chain 4.0 vision, this unit will introduce students the transitioning strategies to the cyber-physical systems of Industry 4.0 in manufacturing in context of global supply chain. The unit includes a site visit for the students to view a live manufacturing unit.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to: 1. Implement knowledge and the underlying principles to production planning and control related to manufacturing systems; 2. Critically reflect upon the theoretical approaches and analyse their applications to devise strategies in manufacturing and operations related cases; 3. Deconstruct complex product into its component parts and contextualise the use of SAP-PP (production and planning) module that covers a wide range of planning tools to schedule the production; and 4. Integrate transition of the production planning and control systems into the cyber-physical systems of Industry 4.0 and Supply Chain 4.0 context.

Required Reading: Kiran, D.R., 2019, Production planning and Control: a comprehensive approach, Elsevier, Oxford, UK eBook: <https://www.sciencedirect.com/book/9780128183649/production-planning-and-control>

Assessment: Assignment, Lab exercise and written assignment on SAP-PP projects, 30%. Case Study, Case study report and Presentation on planning and control of

manufacturing and operations (Group), 20%. Report, Research and Application Report on an organisation engaged in processing and manufacturing (Group), 50%.

BPD21 00 International Business Challenge

Locations: Footscray Park, VU Sydney, City Flinders.

Prerequisites: BPD1100 - Integrated Business Challenge All students 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. Understand the skills, knowledge and attributes of a business professional in order to substantiate the design of an effective career eportfolio; 2. Develop professional career eportfolio (webpages) of relevant skills and experiences, Career SWOT analysis, coherent Career Plan and CV; 3. Assess business challenges and opportunities in a changing international business environment through application of business and academic research skills, while managing team dynamics and being an effective team member; 4. Contextualise, gather, collate and evaluate information to support decision making in international setting; 5. Prepare and present a business case that contribute to professional practice and addresses international business problems; and 6. Deliver a convincing business pitch presentation through supporting evidence in an oral presentation to a variety of audiences.

Required Reading: Students are expected to read the session readings and resources available through VU Collaborate International Business Challenge before each seminar. Kezner, Harold 2018, 4th ed, Project Management, Best Practices [electronic resource]: Achieving Global Excellence, Hoboken, N.J.: John Wiley & 121

Sons, Inc. E-book available to read online through VU Library.

Assessment: Presentation, Business Pitch (Group), 25%. Assignment, Business Case (Group), 35%. Portfolio, Career e-portfolio / webfolio (Individual): Part 1 (10%) and Part 2 (30%), 40%.

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 progress reporting, presentation and final research artefact. The research challenge will be an individual task suitable for final year undergraduate study.

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 creatively 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 pitch presentations, business 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 study and career choices, personal skills, attributes, interests, motivations and commitment to lifelong learning.

Required Reading: Fogler, HS, LeBlanc, SE, & Rizzo, B, 2014 3rd Ed Strategies for creative problem solving Prentice-Hall Ed., New Jersey.

Assessment: Report, Group Project Scope Outline, 15%. Review, Individual Evaluation of Team Progress, 15%. Report, Group Business Report (inclusive Reflection), 40%. Presentation, Draft 5%, Business Pitch 25%, 30%.

BTD6001 Tourism and Events: Core Concepts and Theory

Locations:City Flinders.

Prerequisites:Nil.

Description:Contemporary tourism is one of the most significant phenomenon in the world today. It is something that is engaged in by many people in the developed world and increasingly in developing countries, and is regarded as an important mechanism for economic development. The aim of the unit is to examine the role of tourism, hospitality and events as a catalyst for destination development and promotion. The unit aims to provide students with a broader understanding of the environment in which events are staged and the integral roles that hospitality and tourism play in the event industry. The unit highlights selected tourism, hospitality and events issues and challenges and give students insights into career choices and activities. It focuses on the evolution of tourism, hospitality and events and their scope and importance, both for the Australian economy and internationally. Students will be equipped with cognitive, technical and creative skills and knowledge to address real-world situations and recommend appropriate actions, strategies and policies.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to: 1.Critically review relevant research literature to enable the construction of a critical research essay; 2.Conceptually map and clarify relationship between tourism, hospitality and events articulating the connections between the core theories and models and their application; 3.Analyse the various stakeholders and different tourist industry groups involved and their role in various event planning, management and promotion; and, 4.Predict how contemporary trends in the tourism, hospitality and events industries, as well as in the visitor economy will impact on the industry now and in the future by making evidence based judgments.

Required Reading:Students will be supplied a list of Recommended Reading via VU Collaborate.

Assessment:Annotated Bibliography, Individual Literature research and analysis process on a topic related to the tourism, hospitality or events industry., 20%. Assignment, Individual research essay based on the annotated bibliography., 30%. Assignment, Group report (30%) and Oral presentation (20%) - Compare and contrast the management of two destinations holding a major event based on SWOT analysis., 50%.

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.

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%.

BTD7001 International Tourism Management

Locations:City Flinders.

Prerequisites:Nil.

Description:In a world that is experiencing constant economic, social, technical and environmental changes, the business of sourcing, transporting, hosting and satisfying tourists from established and emerging markets is both complex and important. Tourism managers must adjust to all sorts of changes to assure a sustained inflow of resources and a continuing outward flow of services and be alert to an increasing diversity of impacts that result from the strategy, policy and management design they select. 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. By becoming familiar with the concepts and techniques, students will have powerful tools to analyse new business and tourism developments and to interpret threats and opportunities for tourism companies.

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.Collaboratively research and apply established theories to interpret factors which impact on the management of tourist markets, operations and destinations to address challenges to tourism in a changing world to specialist and non-specialist audiences; and 4.Exemplify autonomy, expert judgement, adaptability and ethical responsibility in responding to complex multi-dimensional problems as a practitioner/ leader of the tourism industry.

Required Reading:Selected readings will be made available via the unit VU Collaborate site.

Assessment:Test, Reflective report analysis of a selected tourism operation by applying the concept of tourism product markets (Individual), 15%. Case Study, Analysis of a selected case study relating to the tourism system (Presentation - 15% and business report - 30%), 45%. Examination, Take-home 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.

Required Reading: Students will be supplied a list of Recommended Reading via VU Collaborate.

Assessment: Assignment, Assignment plan on contemporary issues in tourism and destination management, 10%. Assignment, Journal Article Review & Tourism flow Analysis, 30%. Assignment, Contemporary issues in tourism and destination management Report 40% and Presentation 20%, 60%.

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 arising 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. Cross-examine 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. 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.

Required Reading: Selected readings will be made available via the unit VU Collaborate site.

Assessment: Essay, Reflective essay on core concepts and theories of Green Growth, 123

15%. Essay, Analysis of the current green practices in a selected subsector, and development of strategies towards a greener future, 35%. Assignment, Research report - develop a green growth strategy framework for a selected tourism destination 35% and presentation 15% (Group), 50%.

BTD7005 Business Events

Locations: City Flinders.

Prerequisites: Nil.

Description: Business Events is a global sector within both the Tourism and Event Management sectors. This unit takes an international as well as local perspective involving a critical review of the scope and rationale of business events. This includes identifying in detail the MICE (meetings, incentives, conventions and exhibition sector) along with a cross section of other Corporate/NGO/Publicly funded business events. These include corporate hospitality, trade shows, AGMs, product launches as well as an examination of the key stakeholders operating within the sector such as Professional Conference organisers (PCO), Convention Bureaux and Venues. This unit examines funding and economic considerations; business event software and technological innovations, unique operation management tasks and the convention bid process. This unit also illustrates the adoption of Corporate Social Responsibility (CSR) and Sustainability practices that are examined in relation to environmental and social governance structures that exist within the business events sector. On completion, students will be confident in operating within the business events sector, with a developed understanding of the role of business events, the funding organisations, the event bidding process and the software used to manage such events.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:

1. Appraise and assess the context, rationale and strategic function of business events;
2. Devise appropriate planning strategies for the promotion and development of business events;
3. Devise an event bid proposal in response to a client brief for a major business event;
4. Exhibit competency in the use of cloud based business event management software; and
5. Formulate an effective bid presentation through role playing that synthesises the event bid proposal into a formulated pitch.

Required Reading: Davidson, R. (2019) 2nd edn., Business Events, Routledge

Assessment: Essay, Research essay (based on roles and responsibilities of a Professional Conference Organiser (PCO) and the range of technological advances), 20%. Test, Online competency Test administered remotely via Cloud (IVVY Software), 30%. Report, Event Bid Report (30%) and Presentation (20%) In class or upload to YouTube, 50%.

BTD7006 Hospitality Operations Management

Locations: City Flinders.

Prerequisites: Nil.

Description: Hospitality operations are complex due to the unique characteristics of the industry and the dynamic environment in which operations are conducted. This unit aims to broaden students understanding of relevant and applicable theories and models of operations management, and equips students with management and operational skills to solve operational problems in specific situations. It focuses on achieving performance objectives and strategies, designing marketable products, services and processes, managing capacity and human resources and improvements, as well as implementing sustainable practices. This unit introduces students to the concepts of strategic analysis, business management and hospitality operational management issues.

Credit Points: 12

Learning Outcomes: On successful completion of this unit, students will be able to:

1.Critically review, reflect on and synthesise complex information, problems, concepts and theories and practice of strategic and operation management in the contemporary hospitality industry; 2.Examine the overall scope and structures of hospitality and the factors that affect its operations; 3.Analyse key issues impacting sustainable managerial operation in the contemporary hospitality including ethics, corporate, social and environmental responsibility; and 4.Exemplify workplace case studies to formulate strategies and solve complex managerial problems for industry practitioners.

Required Reading:Wood, R.C (2018) Hotel Accommodation Management, Routledge

Assessment:Essay, Reflective Essay on key concepts and theories of hospitality operations management, 10%. Assignment, Individual Report Analyse key issues impacting sustainable managerial operation of a selected hospitality subsector (35%) and Presentation (15%), 50%. Case Study, Group research report focusing on technology and innovation of a hotel, restaurant, facility or any selected hospitality operation., 40%.

BTD7007 Hotel and Resort Management

Locations:City Flinders.

Prerequisites:Nil.

Description:Competitiveness continues to be one of the core issues for the hotel and resort industry, and thus a good understanding of competitiveness-related issues could help policymakers and industry operators formulate informed corporate strategies and decisions. This unit aims to explore the important role of hotel and resort management with an emphasis on the human resources, marketing, financial and technological aspects of hotel and resort management strategies. This unit serves the purpose of providing updated knowledge on theories, concepts, ideas, and empirical studies on hotel and resort management in both an Australian and global context.

Credit Points: 12

Learning Outcomes:On successful completion of this unit, students will be able to:

1.Critically review, reflect on and synthesise complex information, problems, concepts and theories of the management of hotel and resort in a global context; 2.Evaluate the impacts of economical, technological, environmental, social and cultural factors on hotel and resort operation management in a global competitive setting; and, 3.Apply research skills and techniques to formulate strategies and solve complex managerial problems for industry practitioners.

Required Reading:Wood, R.C (2018) Hotel Accommodation Management, Routledge

Assessment:Test, Reflective essay in core concepts and theories of hotel and resort management., 15%. Case Study, Business report on selected case study in hotel or resort (30%) and presentation (15%), 45%. Assignment, Group research report (develop strategy in business comparison hotels or resorts), 40%.

